

The **NATIONAL** **UNDERWRITER** *Life Insurance Edition*

"... as the Twig Is Bent

The Tree's Inclined"

WHEN a good man comes into the life insurance business, it's just good sense to give that man the best we can offer in life insurance training.

As in every other phase of life, sound early training is necessary in life insurance selling if a company is to have sound, well-established agents.

That is why we do not leave early training to a hit and miss process. Each new agent is required to go through definite training steps covering his first several months in the business. Usually, the general agent or manager is assisted in this early training by full-time field trainers on our Home Office payroll who themselves have been thoroughly trained in tested methods of helping a new agent take his first steps. Every step in this early training must be completed and that fact certified before the new agent can attend our Home Office school and receive special financial help from the Company.

We do not claim that our required training program is the best—many life companies have fine training programs.

But we do believe that emphasis on thorough early training is a good policy and that companies which have such programs are both better neighbors in the life insurance business and better ambassadors for the business in communities throughout the country.

NORTHWESTERN *National* LIFE
OF MINNEAPOLIS

One of America's great life insurance companies

FRIDAY, JANUARY 16, 1953

Again...

over \$200,000,000

gain in outstanding insurance

during 1952.

**One of the most dramatic growth records in the
history of life insurance.**

We believe our performance is continued proof

of the soundness of our agency system,

which is based on the conviction

that the most important individual in the life

insurance business is the man who makes the sale.

Franklin is known as a company whose agents make money.



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Over a Billion Three Hundred Million Dollars of Insurance in Force

R. E. Barrett Takes Office as New Ill. Insurance Director

Wanless Named to No. 2
Post in Department by
Governor Stratton

Announcement of the appointment of the new insurance director of Illinois was held off at Governor Stratton's headquarters until Sunday, which was the day before the inauguration. As has been well known for the past several weeks, the appointee is Robert E. Barrett of the Chicago law firm of Barrett, Barrett, Costello & Barrett and chairman of Prudence Life and Prudence Mutual Casualty of Chicago.

J. Thor Wanless, Springfield attorney and former legal aid in the insurance department, has been appointed assistant insurance director. This office is filled by gubernatorial appointment.

E. J. Dirksen, who has been assistant insurance director, has joined Illinois Assn. of Insurance Agents, as executive secretary and general counsel.

Robert Barrett is a member of a family that has long been influential politically, in the law and in a business capacity in the Chicago region. Robert Barrett started in college at the University of Illinois, and graduated at Northwestern University and then in 1932 graduated at University of Chicago law school. He went with the Chicago law firm that is now known as Barrett, Barrett, Costello & Barrett and was founded by his father, George F. Barrett in 1900. The late George F. Barrett was a circuit judge in Chicago from 1915 to 1920. His brother, Charles V. Barrett, was chairman of the Cook County Board of Review and treasurer of the Cook County Republican Committee. Robert Barrett's older brother, George F. Barrett, was attorney general of Illinois during the administration of Dwight Green from 1940 to 1948. The younger brother, Thomas Barrett, gives his full attention to the affairs of Prudence Life and Prudence Mutual Casualty that are owned by the Barretts.

The Barrett firm does an extensive insurance practice especially in the casualty company defense line. The fact that Robert Barrett is insurance minded is indicated by the fact that his oldest son, Peter Barrett, is this year finishing the insurance course at the Wharton School of University of Pennsylvania. Robert Barrett is 43 years of age.

Mr. Wanless was a strong supporter of Stratton for governor and had been mentioned as a possibility for the top insurance department post.

Mr. Wanless left office as special deputy insurance director of Illinois in February, 1950, to open his Springfield law office. Later he was joined as a partner by Harry B. Hershey, who had been insurance director. Later Hershey was elected to the Illinois supreme bench. He went with the insur-

Early Company Production Results Confirm Reports that '52 Will Go Down as Best Ever

ATLANTIC LIFE

Atlantic Life's insurance in force grew to \$300,568,024 at the end of last year, an increase of \$31,953,229. Passing the \$300 million mark climaxed a special drive by the field force and resulted in a record sales total of \$65,449,440, a 31% gain over 1951.

An increase in assets of better than 40% was recorded.

EQUITABLE LIFE, IOWA

The largest annual production in Equitable Life of Iowa's history was registered in 1952 with new paid life amounting to \$124,081,433, topping by \$4,484,196, or 3.7% the previous high written during 1946.

New life paid for during December of \$12,953,488 represented the largest production ever for that month, 8.1% above the previous high in 1947.

Total life in force at the end of 1952 stood at \$1,232,061,175, a gain of \$70,519,184 and a new high.

EQUITABLE SOCIETY

Equitable Society's new paid ordinary business reached a new peak of \$910 million in 1952, up \$128 million, according to a preliminary report to directors. Group paid-for, also a record, was \$710 million, exclusive of large volumes of annuities and other lines of group coverage, such as surgical, medical, hospitalization and A. & H.

Assets at the year-end were \$6,550,000,000, up \$450 million. Premium income totaled \$783 million. Payments to policyholders were at the rate of \$14 million a day. Equitable invested a billion dollars in long-term investments in 1952 and has on hand \$80 million in cash, while short-term bonds add nearly \$100 million to funds immediately available for investment. President T. I. Parkinson pointed out that this would enable Equitable to make substantial contributions to the financial needs of the Treasury and private industry.

JEFFERSON STANDARD LIFE

Jefferson Standard Life during 1952 had sales of \$153,102,376, representing a 20% increase over 1951 and marking the first time the company's new business exceeded \$150,000,000.

Records were set in net gain and in volume of insurance in force. Total in force on Dec. 31 was \$1,136,666,281, a net gain of \$97 million during the year.

LINCOLN NATIONAL LIFE

A preliminary statement of the combined operations of Lincoln National Life and Reliance Life for 1952 shows more than \$840 million in new paid business and in excess of \$5,750,000,000 of in insurance in force.

Assets now top the \$875 million

ance department in 1943 after having practiced law at Springfield for three years. He was a Republican appointee but stayed on for a year under the Democrats because he and Hershey were fast friends. He graduated at De Pauw in 1937 and got his law degree from Duke in 1940.

mark and more than \$60 million in total benefits were paid in 1951.

MUTUAL BENEFIT LIFE

A total of \$267,192,307 new life insurance written in 1952 tops all previous records of Mutual Benefit Life, the figure for 1951 being \$258,987,126.

A record high of \$482,800,000 in mortgage loan and real estate investments was accompanied by a favorable interest collection record, with 99.64% of interest due being collected. Including new investments of \$73,200,000, the total represents slightly over one-third of assets.

Loans on business, commercial and industrial properties total \$106,000,000; residential loans on homes and apartments account for \$246,300,000 of which \$175,500,000 are insured by FHA or guaranteed by the VA; farm loans total \$101,400,000 and the remaining \$29,100,000 represent properties purchased for investment and leased to occupants for long terms.

NATIONAL FIDELITY LIFE

Total admitted assets of National Fidelity Life in 1952 rose more than \$1 million and life insurance in force increased nearly \$6½ million.

Assets were \$13,973,451, compared with \$12,936,380 a year earlier, or a gain of 8%. Investment in bonds was \$5,256,696, compared with \$4,986,631. Mortgage loans rose from \$5,638,753 to \$6,322,031.

Life in force totaled \$75,511,125, a gain of 10%. A & H premiums were \$495,339, up 40%.

NATIONAL LIFE, VERMONT

Life insurance sales by National Life of Vermont totaled \$137,197,200 in 1952, the highest ever. The 1952 sales exceeded 1951 by 8.59%. The former peak was reached in 1947 when the new sales were \$134,834,128.

Annualized premiums for 1952 amounted to \$5,934,501, a gain of 9.78% over 1951.

NEW ENGLAND MUTUAL LIFE

New England Mutual Life ended 1952 with a total of \$381 million of new business, including additions and revivals, representing a gain of 13% over the previous year's record-breaking sales total.

Insurance in force at year end stood at \$3,384,000,000, an increase of 8%.

NORTHWESTERN NATIONAL LIFE

A record of \$90,347,720 of new ordinary insurance, 19% more than in 1951, was written by Northwestern National Life the past year. Including group, 1952 sales went up 46,584,081 to reach \$109,077,070, bringing insurance in force to \$1,092,080,457. Sales of new ordinary in each of the 12 months of 1952 exceeded the corresponding month of 1951.

Despite absorption during the year of heavy losses on previously written group casualty business, \$571,980 was put into special reserves and \$439,091 was added to general surplus funds. The adverse claim experience on group

(CONTINUED ON PAGE 20)

CIO Drafts Bill to Let Collective Bargaining Oust 213

But Union-Won Boosts
Could Be Paid Company's
Unorganized Agents

NEW YORK—The Insurance & Allied Workers Organizing Committee of the CIO has drafted its bill to get agents' compensation based on collective bargaining agreements exempted from the expense limitation sections of the New York insurance law. It is expected that the bill will be introduced by the end of this month.

The draft is in the hands of the state CIO council, which has the responsibility for its introduction. Before actual introduction it is probable that its wording will be amplified to make sure that it would not be inconsistent with any of the various provisions of the present law.

How much steam is behind the bill is a moot question. The CIO represents a lot of voters but there is sure to be strenuous opposition to the bill, for if passed it would pretty well knock the props out from under section 213 and 213-a, the expense limitation sections governing ordinary and industrial expenses, respectively. It would be extremely distasteful to agents who are not unionized and don't want to be unionized, as well as to the companies, for it would constitute an open invitation to get around statutory expense limitations by means of collective bargaining.

Some critics of the proposal feel there is grave doubt of the constitutionality of a measure that would set aside the statutory expense limit for some agents and keep it in force for others.

When the CIO proposal was being discussed, there was some question among those outside its councils whether the projected change would apply only to agents actually covered by a collective bargaining agreement or whether it would allow all agents of a company to get the benefit of the higher-than-statutory scale if any got it. The answer is that the bill as drafted is not intended to limit the exemption from 213 and 213-a to agents covered by collective bargaining but would legalize it for any of the company's agents, unionized or not.

Even if the bill should pass, there would still be no obligation on the companies to go above the limits of 213 and 213-a. In connection with the pending appeal of the CIO's suit against John Hancock and the New York insurance superintendent seeking to have the sections declared inapplicable to collective bargaining agreements, the company made it clear that there were other considerations beside statutory limitations why it was opposed to granting further increases.

The suit was thrown out and the appeal is still pending.

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Collins Becomes Candidate for N.A.L.U. Secretary

Stanley C. Collins, Metropolitan Life, Buffalo, is a candidate for secretary of National Assn. of Life Underwriters. The New York State Assn. of Life Underwriters unanimously endorsed Mr. Collins, who is a trustee of N. A. L. U., for the secretary post at its semi-annual meeting at Troy but withheld announcement pending Mr. Collins' decision on running for the office.

Mr. Collins is the first debit agent to run for N. A. L. U. secretary and was the first to be elected a national trustee. After 14 years as a salesman and sales manager Mr. Collins entered life insurance in Buffalo as a debit agent for Metropolitan Life as a "temporary expedient." However, he soon became so engrossed in the business and in underwriter association work that he gave up any thought of leaving.

He is a member of company production clubs and acquired the C. L. U. designation in 1940. He is a past president of Buffalo Life Underwriters Assn., Buffalo C. L. U. chapter and New York State Assn. of Life Underwriters. He served as an L. U. T. C. instructor in 1950-51. He is chairman of the N. A. L. U. field practices committee and a member of the compensation committee. He was elected a trustee of N. A. L. U. in 1951.

He is in wide demand as a speaker before life underwriters associations. During the war he was chairman of the diocesan blood donor service in Buffalo and was credited by the Red Cross with obtaining 25,000 pints of blood. For this he was given the army-navy "E."

Accuses California Life, Two Agents of Military Sales Misrepresentation

The California department has filed an accusation against California Life of Oakland and Paul D. Parcells and Charles A. Jones, general agents for military business, charging misrepresentation and fraudulent conduct in the sale of life insurance to military personnel. The charges are denied.

The accusation is based on alleged misrepresentation of a policy as a savings deposit plan with life insurance "thrown in" or as a three-year endowment policy under which insured could cease payments at the end of military service and recover all premiums. It is charged that under the most favorable experience that reasonably could be anticipated, the policy will not yield a cash return value equal to the premiums paid until about the end of the 17th policy year.

More than half of the company's agents specializing in military sales have been individually charged with misrepresenting the policy, according to Commissioner Maloney. The agents contended, in defense, that they merely represented the policy as interpreted to them by the general agents, and in accordance with a provided "canned" sales talk. The commissioner said that

the number of agents and transactions involved strongly suggested company responsibility.

The company and general agents have 15 days within which to answer the charges and arrange for a public hearing.

A decision against them could result in the revocation of the general agents' licenses and a one-year maximum suspension of the insurer's certificate of authority.

Tax, Business Situations Biggest '52 Sales Pegs of Metropolitan Agents

NEW YORK—Need to provide for income, estate, and inheritance tax payments, and the indemnification of business enterprises against possible financial loss through the death of a partner or principal continued in 1952 to lead all other motivations for large-case life sales, according to the experience of Metropolitan Life.

This was confirmed by Metropolitan's leading agents, at a conference of million-dollar-a-year producers from various sections of the country held at the home office.

With 1952 figures still incomplete, Metropolitan has twice as many fieldmen in the million-a-year bracket as at the end of 1951.

Aaron B. Goldstein, Boston, and Irving R. Aaronson, New York City, were reelected president and secretary, respectively, of the company's "millionaire's club".

Insurance placed 12th among industrial advertising expenditures listed for 1952 by Mutual Broadcasting System.

Sec. 213 Developments Reviewed by Shepherd

Recent developments in connection with the revision of section 213 of the New York insurance law are reviewed by Bruce E. Shepherd, manager of Life Insurance Assn. of American, in a letter sent out to member companies. It says:

"During the latter half of 1952 following the appointment of a policy committee and a technical committee on section 213 the two committees held a series of meetings intended to develop a revision of the section. The superintendent of insurance has taken part in some of the policy committee meetings, members of his staff have been present at meetings of both committees, and they have taken part in the discussions and in the formulation of decisions.

"The policy committee initially undertook to develop principles which should be followed in a revision of section 213, and some tentative conclusions were reached. Then drafts of proposed revisions of the statute were developed to implement these principles. Although considerable progress was made in developing a draft generally satisfactory, it eventually became evident that with regard to some features of the draft it would not be possible in a short space of time to draft specific provisions which would be satisfactory generally to the different companies and would be acceptable to the superintendent of in-

surance. Accordingly the superintendent suggested that the effort to make a complete overhaul of section 213 at the 1953 session of the legislature be abandoned and that the policy committee turn to a program for taking care of the urgent aspects of the section 213 problem in a bill to be proposed for 1953 enactment with solution of some of the more difficult problems to be deferred until the 1954 session of the legislature after further study in the intervening year. The policy committee agreed that time limitations dictated such a course.

"At a meeting Jan. 6 the policy committee decided upon points which should be covered in 1953 legislation following the outlining of suggestions by the superintendent. After this meeting a working sub-committee under the chairmanship of Valentine Howell in a series of conferences with the superintendent and members of his staff worked out the specific provisions of amendments to section 213 to cover these points. A bill to enact these amendments is now being drafted and will be distributed to companies receiving this memorandum within the next few days. In all probability this bill or something close to it, however, will be recommended by the policy committee for enactment this year. It is important, therefore, that you examine this bill without delay and let us have your reactions. It is anticipated that the bill will be the subject of a hearing by the Condon committee probably early in February.

LISTS CHANGES FOR 213

"The bill will make the following changes in section 213:

"(1) Amend subsection 4 to make the 55% limit on first year commissions apply to all soliciting agents and to add a 60% limit on first year commissions to general agents (including the soliciting agent's commission). The 55% rather than the 60% limit will be applicable to the personal production of a general agent.

"Purpose: To provide allowance in the statutory limits for a 55% graded scale of commissions to the soliciting agent and an additional 5% overriding commission to the general agent on business written by the soliciting agents under him.

"(2) Add a new paragraph to subsection 9 which will increase the limit on renewal compensation by 1% of the premium in each of the first eight renewal years. This increase is equivalent in present value to 5% of the first year's premium on a 4% commutation basis. Two-thirds of this addition to the limit will be permitted to be used only to provide security benefits. This increase in the renewal compensation limit will be applicable to general agency and branch office companies alike without application of a two-thirds factor.

"Purpose: To permit a somewhat higher scale of renewal commissions for soliciting agents and to provide specific allowance in the renewal commission limit for security benefits in view of the fact that provision of such security benefits by companies is a wholly new development since the

(CONTINUED ON PAGE 20)



Back and Forth Swings the Pendulum . . .

There are good times and bad times. Periods of depression are succeeded by periods of inflation. Political leadership swings from one party to another. Stocks and bonds go up and down.

But through it all life insurance calmly goes on its appointed way . . . the soundest investment in the world, a bulwark of financial strength, not only to millions of individuals but also to the economic system of America.

Selling life insurance is not a job . . . *it's a mission!*
Life insurance is not a business . . . *it's an institution!*

INSURANCE IN FORCE, December 1, 1952—\$604,357,681



COMMONWEALTH

Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.

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Announce L.I.A.M.A. Committee Chairmen; New Unit Is Added

Chairmen of L.I.A.M.A. committees for the coming year have been appointed by President Grant L. Hill, vice-president and director of agencies of Northwestern Mutual. The complete committee structure will be announced later.

New this year is a past presidents committee to be headed by Cecil J. North, vice-president of Metropolitan Life. New chairmen and vice-chairmen, where one has been named, follow in that order:

Agency costs, Russell J. Wood, assistant general manager Imperial of Canada; Charles F. B. Richardson, associate actuary Mutual Life; annual meeting, M. K. Kenny, general superintendent of agencies Excelsior Life; Canadian companies, Steele C. Mackenzie, assistant general manager and superintendent of agencies, Dominion Life; cooperation with other organizations, Frank F. Weidenborner, agency vice-president Guardian Life.

Also, education and training, Stanton G. Hale, vice-president and manager of agencies, Mutual Life, Karl H. Kreder, 3rd vice-president Metropolitan Life; relations with universities committee, Eber M. Spence, vice-president and director of agencies, American United, chairman; Clarence B. Metzger, 2nd vice-president Equitable Society, immediate past chairman, will serve as vice-chairman and reappointed as vice-chairman is H. G. Kenagy, vice-president Mutual Benefit; research advisory, Vincent B. Coffin, senior vice-president Connecticut Mutual; W. R. Jenkins, vice-president, Northwestern National; L.I.A.M.A. representative on the advisory council on life underwriter education and training, Homer C. Chaney, director of agencies, New England Mutual.

Reappointed for another one-year term are the following committee heads: audit, Clifford R. Walker, assistant superintendent of agencies, Connecticut Mutual; compensation, E. J. Moorhead, associate actuary New England Mutual; human relations, Ralph R. Lounsbury, president Bankers National; membership, H. P. Anderson, vice-president, Life of Virginia. The new co-chairman is John W. Saylor, vice president in charge of sales, Business Men's Assurance.

Also, public information, Karl Ljung, vice-president in charge of agency operations Jefferson Standard; Morgan S. Crockford, secretary Excelsior Life; quality business, Clifford L. Morse, secretary and director of agencies Phoenix Mutual; L. J. Doolin, manager of agencies Fidelity Mutual, and C. C. Johnson, agency supervisor, public relations London Life, vice-chairman. A new vice-chairman is Sherman M. Southard, director of agencies Prudential.

In addition, agency management training advisory, Calvin L. Pontius, vice-president Fidelity Mutual; L.I.A.M.A. representative on the life underwriter training council committee, Orville E. Beal, vice-president Prudential. Sam E. Miles, vice-president Provident Life & Accident, will serve as chairman of the 1953 nominating committee. Two committees made up of directors also have been appointed. W. Rankin Furey, executive vice-president Berkshire Life, will again head the

finance committee; Edwin A. Phillips, vice-president and superintendent of agencies, Standard of Oregon, is the new chairman of the ways and means committee.

Four committees will continue under the leadership of their elected chairmen. They are: A. & H., C. G. Ashbrook, executive vice-president and director of agencies North American Life of Chicago; combination companies, W. J. Williams, vice-president Western & Southern; large companies, T. H. Gooch, vice-president in charge of agencies Canada Life; small companies, Spencer R. Keare, executive vice-president and superintendent of agents Federal Life.

To Conduct Basic Course

An eight-week course in the fundamentals of life insurance is being conducted at Vocational High School, Syracuse, N. Y. Designed to give students a non-technical knowledge of life insurance, the classes will be conducted by members of the Life Underwriters Assn. of Syracuse in cooperation with the Department of Public Education.

LUTC Registers Record Enrollment: Woodson

Life Underwriter Training Council has enrolled a record 7,989 students in 401 classes covering 46 states and Hawaii, according to a report to the L.U.T.C. board by Benjamin N. Woodson, managing director.

In its sixth year, the council provides sales training in weekly study groups wherever career agents may join with professional associates. Object of the course is to improve the agent's service to his clients and prospects.

The Woodson report credited much of L.U.T.C.'s growth to the hundreds of course chairmen and instructors who offer their talents in organizing and moderating classes. The course includes 25 weekly class sessions from October to May each year for two years.

First year students learn the personal uses for life insurance programming, and business efficiency. Business life insurance is covered in the second year.

Instructors use the case study method supplemented by class projects in

training the career life aspirants. Both methods point up the "how to" of life selling.

Benefits Are Liberalized

Midland Mutual Life now provides full death benefits on all juvenile policies dated after Dec. 31, 1952. The aviation coverage granted under disability and accidental death benefit provisions has been liberalized.

Full aviation coverage will be provided under the disability provision and full passenger coverage will be provided under the accidental death benefit provision.

There also has been liberalization of payments under settlement options elected by the insured in that payments will commence as of the date of death of the insured. Under settlement options elected by the beneficiary, payments will commence as of the date of receipt of due proof of death or election of option.

Willard R. Smith has been elected president of Veterans Assn. of Metropolitan for Tennessee, Alabama and Arkansas.

Where there's

LIFE...

... you'll find



your market for
accident and health and
hospitalization insurance.
Not hard to see why.

Among your life policyholders... the people you know and who know you — there's your immediate market for A&H&H. You can make sure that this market is yours if you make full use of Continental Casualty's complete A&H&H facilities. Our many years of cordial relationships with life producers give us the "know-how" to serve you — and your valued clients — better. We'll be more than pleased to give you our complete story.

Catastrophe Medical Coverage

Hospitalization... Individual & Family
Aviation & Travel Accident... World-Wide
Unusual and Extraordinary Special Risks
A&H Income Protection... Even for Life

America's ONLY

Department Store of A&H&H Insurance



CONTINENTAL CASUALTY COMPANY

310 So. Michigan Ave., Chicago 4

Associates:

Continental Assurance Company

Transportation Insurance Company
United States Life Insurance Company

Gain Is 200%; 94% for U. S. Over-All

SOUTHWEST, WEST ATTRACT INVESTMENTS

The greatest relative increase in recent years in the flow of capital funds for investment by life companies has been toward the west and southwest.

This is shown in an analysis made by Life Insurance Assn. of America, covering regional investments on Jan. 1, 1952, of life companies which represent 88% of the assets of the business.

At the start of 1952, these companies had \$53,205,678,000 invested in the U. S. of which more than one-fourth was invested in the Pacific, Mountain and west south central states.

These three regions accounted for nearly half of the increase in life company investments in the country as a whole during 1951. Life policy funds at work rose by \$1,484,036,000 in the western and southwestern states, while the increase for all the rest of the country, including the older industrial areas of the north and east, was \$1,538,781,000.

The rise in investments in the west and southwest, reflecting the rapid industrial expansion in those areas, is even more clearly shown in figures covering the past decade. The invest-

ments of the reporting companies for the U. S. as a whole represent an increase of 94% over the Jan. 1, 1942 figure, while the 10-year increase in the same three western geographic divisions was 200%. In the 10 years, the life insurance investment in the 15 western and southwestern states rose by \$9,387,487,000.

A large part of the increase was in the financing of business and industry, the corporate securities held by the life companies of businesses located in the western and southwestern states increasing by \$4,071,426,000 in the 10 years.

Ten years ago, less than 4% of the life insurance investment in the west and southwest was in industrial securities; now the figure is 15%.

Increases in the investment of life insurance funds were shown during 1951 in all geographic divisions, the south Atlantic states being second after the west and southwest in rate of gain, with a rise of 6% in the year. In the 10-year period, the south Atlantic states showed an increase of 133%.

In the other geographic divisions, the

1951 percentage increases were: east north central, 6%; west north central, 3%; middle Atlantic, 3%; east south central, 2%; New England, less than 1%.

See No Albany Bill on Group Limitation

NEW YORK—In spite of the keen interest among agents in getting group insurance limitation legislation enacted where none now exists, no bill with that aim will be introduced in the present session at Albany. This may seem a strange state of affairs, since repeal of New York's \$20,000 per-life limitation a year ago was what intensified the demands of the National Assn. of Life Underwriters that steps be taken to put statutory per-life ceilings on group life.

The reason for holding back in New York, however, is that a limitation there, in the absence of similar curbs in other principal industrial states, would work an injustice on New York-domiciled group-writing companies in competing with out-of-state group insurers, whether licensed in New York or not. Consequently, the agents are holding back in New York until restrictions can be obtained in enough other industrial states so that a New York restriction would not put the domestic companies at a disadvantage.

The special disadvantage that New York domiciled companies labored under when the restriction was previously in effect was that the New York department ruled that domestic companies had to stay within the law's limitations wherever they operated but that out-of-state companies licensed in the state had to obey the rule only within the state. This situation resulted in the demands for revocation of the law.

If a restriction were enacted while the lid is still off in other important industrial states, the same discrimination against New York domiciled companies would again prevail.

MADURO TO SPEAK JAN. 29-30

Chicago C.L.U.'s Chart Talks on Profit Sharing, Pensions

Chicago C. L. U. chapter will sponsor a seminar on "Insured Profit Sharing and Pension Plans" January 29-30. Denis B. Maduro, tax and trust attorney of New York City, will conduct the seminar. Sales application of Mr. Maduro's remarks will be interpreted by John O. Todd of Northwestern Mutual.

First-day discussions will cover the foundation for all employee retirement income planning and profit sharing plans as a source of life prospects.

The closing session will be devoted to talks on current developments in insured pension planning, including thrift plans, and income and estate tax aspects of employee benefits under "165" plans.

Set Dates, Sites for L.A.A. Round Table Meetings

Dates and sites for three Life Insurance Advertisers Assn. round tables have been arranged. The eastern round table meeting is set for April 9-10 at the St. Moritz, New York City. The north central affair will be held at the Drake, Chicago, April 23-24. April 26-28 are the dates for the southern round table at Miami Beach.

Joint Committee Chairmen Named by A.L.C., L.I.A.A.

Appointments of the 1953 joint committees of American Life Convention and Life Insurance Assn. of America, have been announced by T. A. Sick, president of Security Mutual Life of Nebraska, and Morton Boyd, president of Commonwealth Life, heads of the organizations, respectively.

Following are the names of the joint committee chairmen:

Blanks, L. R. Menagh, Jr., vice-president and comptroller, Prudential; direct placements, O. K. Anderson, president, New England Mutual Life; economic policy, C. M. Shanks, president, Prudential; federal income taxation of life insurance companies, Claris Adams, president, Ohio State Life; group insurance, J. H. Smith, 2nd vice-president and associate actuary, Equitable Society.

Also, international labor organization activities, S. C. Smith, Jr., general counsel, Prudential; legislative, B. L. Holland, president, Phoenix Mutual Life; organization meetings, L. W. Dawson, president, Mutual Life; pensions, H. W. Jones, vice-president, Mutual Benefit Life; practice of law, John Barker, Jr., vice-president, general counsel, New England Mutual Life; premium taxation, O. R. Brown, manager, tax department, John Hancock Mutual Life.

In addition, rate regulatory trends, R. E. Henley, president, Life of Virginia; policy committee, G. L. Harrison, chairman, New York Life; section 213, technical committee, Valentine Howell, executive vice-president and actuary, Prudential; social security committee, Asa Call, president, Pacific Mutual Life; valuation of assets, S. C. Badger, vice-president, New England Mutual Life; withholding and information at source, W. D. Freyburger, tax counsel, New York Life.

Indianapolis C.L.U.'s End Successful Business Forum

Indianapolis C.L.U. chapter concluded a day-long forum on "Prescription for Business Growth". James T. O'Neal, manager for Great-West Life, was forum chairman. Other committee members were H. C. Graebner, program; John Barkhart, attendance and promotion; William Clabaugh, publicity; Joseph York, arrangements, and Hastings A. Smith, general agent, New England Mutual, reception.

Cravey Appoints Committee on Agents' Qualifications

Commissioner Cravey of Georgia has appointed an insurance industry committee to confer on his proposed rules and regulations for agents' qualification examinations applying to applicants planning to write life, A. & H., hospitalization and similar cover. Members of the committee are:

Chairman, Howard Dobbs, Life of Georgia; vice-chairman, F. M. Akers, Jr., Prudential; George F. Albright, Life of Virginia; William F. Buchanan, National Life & Accident; LaFayette Davis, Provident Life & Accident; J. M. Ellis, Interstate Life & Accident; George Fairleigh, Georgia Assn. of Insurance Agents; Lee Laney, Mutual Benefit H. & A.; John L. Taylor, Guarantee Trust Life, and W. C. Turpin, Bankers Health & Life.



the Great Wall of China

crumbled because its primitive mortar used straw as a binding agent.

Today, slender steel sinews reenforce the concrete of our soaring bridges and reaching towers—hidden assurance of their permanence.

Long before the brickwork inches to the sky or the roadway leaps the river, the steely web is laid—muscle for the architect's dream.

Mud—and sand—and sweat...become a monument.

The principle is basic.

When you build for keeps, you build from the inside...out.

If it's skyscrapers—or bridges—steel will do.



If it's men—or a business enterprise—a Group Welfare Plan lends hidden strength.

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American Guarantee and Liability Insurance Company

HEAD OFFICE: 135 S. LA SALLE ST., CHICAGO 3, ILLINOIS

N.Y. City Agents Get Briefing on Economic Outlook from Leading Financial Editors

NEW YORK—Though not speaking on life insurance, four of New York City's top financial editors held the close attention of a large audience of life insurance agents at a crystal-ball session on the economic outlook.

The session was arranged by the New York City Life Underwriters Assn. and had as moderator Clifford B. Reeves, public relations vice-president of Mutual Life and a former newspaper man.

Miss Sylvia Porter, New York Post, thought that business for the first quarter would continue to be "superb," with business activity at its highest since the earliest days of the new deal, a new peak in public confidence, production the highest since the second war, employment at a peak and unemployment at the lowest possible point.

Miss Porter said that assuming the present pace of government remobilization and business expansion there seems hardly any alternative to superb business conditions. Nevertheless, there are certain underlying factors that should cause some concern, she said. One of these is the continued installment and mortgage credit expansion which has the fiscal authorities worried. This could mean an increase in the federal reserve rediscount rate and a rise in interest rates that could start a chain reaction that would bring about a very different situation, she said.

Miss Porter said that government spending might level off in the second quarter and the second half year is "cloudy" but if the new administration succeeds in cutting government spending substantially, there may be some real trouble with our western allies and a decrease in business spending for expansion. For the year, her overall opinion was that it could end lower than it is beginning but she looks for no serious trouble.

Beyond that, Miss Porter believes that some time in the next four years will come the first major test of the ability of the economic system to maintain full employment without war or violent preparation for war, a test of Lenin's basic thesis that American will destroy itself from within by economic convulsions. She has confidence that the country will pass the test but she has no illusions as to how easy it will be.

Ralph Hendershot, World-Telegram & Sun, mentioned that the shackles will be off business and that if one accepts the thesis that industry leaders set the pace, the question will be how good our industry leaders are rather than how good our political leaders are. He said a lot of business men are tired of commuting between their offices and Washington and are eager to give their full time to business. He has found himself unable to take a bearish view of 1953. More competition in business is ahead, he said, but the public has the savings and the high earning power to keep buying at a high level. He said there are signs that would indicate a sharp recession but it could be postponed for about three years.

Donald I. Rogers, Herald-Tribune, opined that present peak savings may be a valuable offset to the large amount of installment credit. His feeling is that the cost of living will stay

where it is or inch downward slightly. Business men are optimistic and believe 1953 will be a prosperous year. There is a lot of unspent money in the banks and a big demand for more houses and all that goes with them.

Mr. Rogers believes the new administration can offset a depression by such steps as a highway reconstruction program, which would call for around \$70 billion, or more than is being paid now for actual defense work; removal of the remnants of government controls; and the spending of money appropriated but not yet channeled to defense industries. He saw no reason to believe that any of the dire predictions as to what might happen under a Republican administration will materialize.

George Shea, Wall Street Journal, said that there are a good many safeguards against a recession that the country can count on that would avoid undue severity. One of these is the application of new electronic devices to industrial production, which constitute an entire new industry. Another is the existence of new economic frontiers in the way of development in the southwest, the northwest and in Canada. He mentioned in this connection the tremendous industrial expansion that has taken place in Texas. There is also the fact that when prices go down consumers jump in and buy a lot of things that they don't buy now while prices are up.

Mr. Shea also pointed out that the private debt accumulated in the last 20 years has been on an amortization basis. Furthermore, it is not yet as great as in 1939 in relation to the net income of all people after taxes. In 1939 it was 180% of net disposable income while the latest figure recently is 120% and it is now risen to 130% which would still be 50 points below 1939.

The speakers were introduced by Harold Loewenheim, Home Life of New York, educational vice-president of the New York City association.

Upper Midwest Agents of N.W. Mutual Meet at St. Paul

ST. PAUL — Northwestern Mutual Life held its annual upper midwest conference here Monday and Tuesday for the Duluth, Mankato, Minneapolis, St. Paul, Eau Claire, Sioux Falls and Fargo general agencies.

President Edmund Fitzgerald was the dinner speaker. Others from the home office who spoke at the sessions were Roe Walker, superintendent of agencies, Dean Kerl, assistant director of agencies, and Verne Arends, assistant secretary. Agents Clyde Fuller and W. J. Kinnally of Milwaukee and Dan A. Kaufman, Chicago general agent, also spoke.

Schied to Indianapolis

Donald R. Schied, Rochester, N. Y., manager for Phoenix Mutual Life, has been named manager at Indianapolis, which is one of the company's oldest offices, having been first opened in 1867.

Matson Near \$4 Million Mark

Max M. Matson of Mutual Benefit Life, Cleveland, business life specialist,

broke all previous individual company production records by selling \$3,800,000 in paid business for 1952. His total business for all companies for the year exceeded \$5,600,000.

Mr. Matson, with the company since 1933, has a membership streak in the Million Dollar Round Table extending from 1939. He was honored by company officials at a luncheon at Cleveland.

Hike Ark. Burial Maximum

The Arkansas department has increased from \$500 to \$1,500 the maximum amount for burial certificates. The boost was requested by the Griffin-Leggett Funeral Home of Little Rock, on the grounds that higher funeral costs have made the \$500 maximum inadequate.

Robert H. Green, president of Drummond & Co. at Little Rock, opposed the increase on the ground that it would "put us definitely in direct competition with life insurance." "Most life companies will not write a policy for less than \$1,000, so that when we write \$300 or \$500 burial certificates, we are rendering a service not supplied by

insurers", Mr. Green said.


Opposition has been voiced by some other undertaking firms, as well as life agents.

Central Standard Elects McIntosh as Treasurer

Clarence W. McIntosh has been elected treasurer of Central Standard Life.

Mr. McIntosh's entire business activity has been in the investment field. Until 1934 he was manager of the municipal bond department of E. H. Rollins & Sons, and sales manager of Riter & Co. until 1942 when he became a business analyst for the alien property custodian. Two years later he joined the trust investment division of Northern Trust Co. of Chicago and most recently was manager of the central trading division.


Security Mutual Life of Binghamton, has adopted single premium non-participating annuity rates that provide an annuity without refund, a guaranteed annuity for 10, 15 or 20 years, and an installment refund annuity.



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might well be the co-title of the "Key to Opportunity," the powerful visual service designed to sell a career of life underwriting with the Company. Accorded an Award of Excellence by the Life Advertisers Association, the "Key to Opportunity" is another in the Company's outstanding portfolio of sales aids.



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in Des Moines

EQUITABLE LIFE
INSURANCE COMPANY OF IOWA



it makes
a difference
WHO you are...



and WHOM
you represent!

"Come ahead, sir.
We'll make room for you..."

Even where a crowded parking lot is concerned (and try to find one that isn't, these days!), the *right* name is important. The attendant knows you... and in you go! Yes, it makes a big difference who you are.

The name "LIFE and CASUALTY" won't help you get a parking place when you call on your prospects, of course. But, it can certainly be one of your best selling tools during the interview. It is a name people know and respect... a name that symbolizes integrity and financial stability.



GUILFORD DUDLEY, JR., PRESIDENT

HOME OFFICE: NASHVILLE

ANNOUNCEMENT

Fidelity Life Association of Fulton, Illinois, converted to a Mutual Legal Reserve Company January 1, 1953, making a good name a better one.

Concurrent with the adoption of this new plan of operation, this strong financial institution is embarking on an intensive sales expansion program. To spark this sales development, the company is pioneering in a number of liberalized policies and policy provisions designed to meet the challenge of 1953. Of special importance: a new incontestable, non-cancellable dismemberment and fracture policy, issued on life policies from birth, which provides scheduled benefits through the lifetime of the policyowner even though issued with Endowment or Term; also double indemnity for accidental death from birth through the lifetime of the insured if issued with a whole life insurance policy. Fidelity's new hospital and surgical plans (both individual and family) have eliminated many of the usual restrictions.

Our new rate book contains a wide variety of juvenile and adult policies available to meet any personal, educational, business, estate clearance or retirement need from age 0 to 75. We are

particularly proud of our new, forward-looking juvenile features: exclusive new policies developed from 35 years of experience in juvenile insurance — full benefit even if issued at age 0; dismemberment and fracture and double indemnity for accidental death from birth, representing major advances in this lucrative field.

Fidelity Life's expansion program offers immediate opportunities for men ready to advance to district managership and field supervisory positions. Our compensation plans are new, unique and realistic, designed to keep a man solvent while he is getting started in either category. Putting forth the same effort, a man can get ahead faster financially with Fidelity.

Fidelity State Field Supervisors have incentive plans and devote full time to recruiting, training and supervising. They are not permitted to sell a dime's worth of insurance to augment their income. This means peak management efficiency for the new recruit. Yes, we have pension and hospital plans, free insurance, and incentive plans, including annual expense-paid conventions for our associates. Some open territory in Illinois, Iowa, Michigan and Wisconsin.

Direct inquiries to—
Sales Department

FIDELITY LIFE ASSOCIATION

A Mutual Legal Reserve Company
Home Office — Fulton, Illinois
Distinguished Life Insurance Service Since 1895
64 Millions in Force

Program for H.&A. Conference Group and Hospital-Medical Sessions Announced

The completed program has been announced for the session arranged by the hospital-medical committee of H. & A. Underwriters Conference at Chicago, Feb. 2 and the group conference the following two days.

Delbert L. Pugh, executive director Columbus Hospital Federation, Columbus, O., will address the hospital-medical meeting on "Turnpikes to Better Health." Early results of an individual hospital admissions plan experiment in that city will be outlined by James E. Powell, Provident Life & Accident.

R. W. Carey, New York Life, will report on company efforts to combat rising costs, and there will be a panel on duplication problems in hospital and medical coverages in relation to: Underwriting, A. M. Hansen, assistant chief underwriter Mutual Benefit H. & A.; claims, A. G. Fankhauser, manager A. & H. claim department Continental Casualty; Blue Cross, J. Philo Nelson, vice-chairman, Blue Cross Commission; management, Paul Watt, president, Washington National.

The program for the group session includes:

TUESDAY MORNING, FEB. 3
Let's Look at the Record, R. C. Knoblock, 2nd vice-president Washington National chairman, group committee.

The Price — panel discussion.
1. Level vs. graded commissions. Are premium volume discounts justified? D. O. Smith, vice-president American Casualty.

2. Are hospital insurance rates adequate? G. I. Hilliard, agency supervisor Washington National.

3. Are increases in loss of time and surgical rates justified? Should average age affect rate structure? What should we do about retired employees? Joseph Moran, group underwriter New York Life.

Luncheon — The Best Things in the Worst Times, Dr. Clark G. Kuebler, president Ripon College, Ripon, Wis.

AFTERNOON

The Cost — panel discussion
1. Are proper allocations of expense items being made on all groups? Are we disregarding sane underwriting rules on "jumbo" risks? George C. Johnson, group coordinator Hardware Mutual Casualty.

2. What cost allowances are justified on self-administered risks? M. C. Nichols, vice-president Provident Life & Accident.

3. How can administrative costs be reduced? N. C. Morrison, manager A. & H. underwriting Federated Mutual Implement & Hardware.

4. Agents and brokers — is the tail wagging the dog? W. L. Miller, supervisor group and salary savings Northern Life.

The Payment — panel discussion.
1. Renewal underwriting and experience rating, F. W. Clark, associate actuary Lincoln National Life.

2. How can claim experience be held in line? T. H. Kirkpatrick, vice-president and actuary Paul Revere Life.

3. Hospital admissions plans and their effect on claim experience. Uniform simplified claim forms, James R. Williams, conference assistant director, public relations.

What's left—actual split of costs on a large group case, Mr. Knoblock and J. E. Helligren 3rd vice-president Lumbermens Mutual Casualty.

WEDNESDAY MORNING, FEB. 4

Adapting Group to the Self-Employed — panel discussion. Moderator, Roy A. MacDonald, conference assistant director, group and underwriting.

1. General problems, Paul S. Fisher, superintendent association group division Continental Casualty.

2. Legislative and technical problems, Irving G. Wessman, secretary Loyalty group.

3. Problems confronting companies writing individual coverage when superimposed association group plans are involved, W. A. Manzelmann, manager franchise department North American Accident.

Trusted and Union Welfare Plans, A. W. Randall, assistant manager group department, Mutual Benefit H. & A.

Group Creditor Insurance, A. J. Cade, vice-president Old Republic Credit Life.

AFTERNOON

Special Risks

1. Camp coverage, F. V. McCullough, assistant secretary Continental Casualty.

2. Student accident and student sports coverage, Wayland Mansfield, assistant secretary Woodmen Accident.

3. Other miscellaneous coverage, F. E. Kelly, manager A. & H. department United Pacific. Legislative Problems, C. C. Fraizer, conference general counsel, and Robert H. Rydman, assistant general counsel.

Now What? question and answer panel. Moderator, Mr. MacDonald; panel members, Mr. Helligren, G. H. Hipp, manager group department Employers Mutual Liability; G. N. Watson, group actuary Crown Life; George Jordan, vice-president Republic National Life.

What Next? Mr. Knoblock.

Great-West Ends Chicago Meeting

Great-West Life deferred its usual regional meetings to assemble 52 branch managers, general agents, and several home office officials for a three-day, company-wide gathering concluded recently at Chicago.

Plans for development of the company's services were outlined, and discussions covered recruiting, training, business insurance, underwriting, and group insurance.

On hand from the home office were H. W. Manning, vice-president and managing director; D. E. Kilgour, assistant general manager and director of agencies; J. E. Morrison, assistant general manager and actuary; Stefan Hansen, director of group insurance, and Dr. F. A. L. Mathewson, medical director.

Report on Lobby Expenses of Insurance Organizations

WASHINGTON — Reports of insurance organizations and their representatives for the third quarter of 1952 under the lobby registration act are summarized in a recent Congressional Record.

American Life Convention reported receipts in the quarter of \$5,280 and expenditures of the same amount. For the nine months A.L.C. spent \$13,020. Robert L. Hogg of A.L.C., had receipts of \$2,500 and expenditures of \$790 during the quarter and for the nine months had expenditures of \$1,778.

Life Insurance Assn. of America had receipts of \$3,284 and equal expenditures. For the three quarters it spent \$15,327.

Prudential had expenditures of \$4,174 in the third quarter and total expenditures for the year through September of \$11,185. The company reported that Milo J. Warner of Toledo was paid \$4,174 during the quarter for professional services. He had expenditures of \$1,185.

Blue Cross Commission, describing its activities as related to war risk and war damage legislation and bills relating to payroll deductions for federal civilian employees and allotments from pay of military personnel, paid Benjamin H. Long of Detroit \$232 of which he spent \$225. He had expenditures for the three quarters of \$334.

Committee for the Nation's Health, whose activities are "to promote through education and legislative activities passage of national health insurance," had receipts of \$1,900 and expenditures of \$8,788 for the quarter. For the first three quarters it spent \$34,380.

The firm of Lucas & Thomas reported as tax consultants of Acacia Mutual Life receipt of \$1,250 in the third quarter.

Fluegelman Sees '73 Agent on Fee Basis

HARTFORD—President David B. Fluegelman of National Assn. of Life Underwriters believes that by 1973 "the good underwriter will operate on a fee basis that will not be dependent upon the amount of sales he makes each year," according to an article in a new department of the L. I. A. M. A. Manager's Magazine that features opinions on questions posed by the editors.

"This will be an ideal situation," Mr. Fluegelman says, "because it will allow him to operate as the physician who receives his fee for diagnosis, regardless of whether he gives a clean bill of health or suggests a serious operation. Ultimately, I believe we may form a group of recognized professional advisers who will receive rather sizable fees and another group who will do the actual selling based upon the advice received from the first group."

A more pessimistic view is taken by Halsey D. Josephson, general agent in New York City for Connecticut Mutual, who stated: "Before guessing what the agent will be like in 1973, we have to decide what he's like today. I'm afraid that's a guess, too. I see him as education-happy, self-consciously professional, and somewhat disdainful of the sales process and the term 'salesman.' His interest in advanced underwriting and problem cases leads him into greater volume on fewer lives."

The magazine's new department also quotes seven other prominent life insurance men's opinions on what the life agent of 20 years hence will be like.

Moyler and Albright Advanced by Life of Va.

Life of Virginia has formed a division of public relations and advertising and has appointed John Moyler, Jr., an assistant vice-president, as its director.

Mr. Moyler, a graduate of University of Virginia, entered life insurance in 1931 as agent of Provident Mutual Life, of which his father, the late John Moyler, was for many years Richmond general agent. He has been with Life of Virginia since 1932, and since 1946 has supervised weekly premium agencies in Virginia, Georgia and Alabama.

George G. Albright, formerly manager at Atlanta, has been named assistant vice-president to succeed Mr. Moyler.

With the company since 1940, Mr. Albright has been agent and associate manager at Charlotte, N. C., and director of the field training division in the home office.

K. C. Life Building Suffers \$3,500 Loss in Explosion

Damage in the explosion which broke 75% of the windows in the home office building of Kansas City Life cost an estimated \$3,500. Quick work on the part of the staff and carpenters resulted in replacement of the 90 two-by-six-foot plate glass windows in two days.

The building superintendent blamed the high window loss on the partial vacuum created by the explosion rather than on the blast itself. Only once before was the building damaged, and that was in 1941, when the boiler room was almost completely destroyed by fire.

Equitable, Iowa, Raises First Year Commissions

Equitable Life of Iowa agents have received an increase in first year commissions, subject to the approval of the salary stabilization board. The new commission schedule, 55% graded, applies to all permanent forms of life insurance written in amounts of \$5,000 or more issued at ages 55 and under.

Winters Succeeds Beers

Edward J. Winters has been appointed brokerage manager of the Lee Nashem agency of Mutual Benefit Life at New York City, succeeding William W. Beers, who was recently appointed manager at White Plains, N. Y., for Guardian Life. Mr. Winters has been with the downtown New York office of Aetna Life as agent and life brokerage supervisor.

Edward G. Bannen, brokerage assistant, has been promoted to brokerage supervisor and will be Mr. Winters' assistant. He has been in life insurance five years, the last 2½ years with the Nashem agency.

Kramer Leads Ohio National

The Fred E. Kramer agency of Ohio National Life at Erie, Pa., broke all company records in 1952 by producing more than \$10 million of new paid business. The agency has taken top production honors the past four years.

Mr. Kramer is a life and qualifying member of the Million Dollar Round Table.

Hold N.Y. Expense Limiting Hearing Early in February

NEW YORK—Either the first or second week of February seems like the most likely time for holding the hearing of the joint legislative committee on the revision of the life insurance expense limitations, according to Paul L. Bleakley, committee counsel.

Mr. Bleakley said the projected bill

is almost in final form but the committee doesn't want to schedule the hearing until the bill is actually introduced, which will probably be during the week of Jan. 26. The committee ordinarily gives at least 10 days notice of a hearing. Hence, even if the bill were introduced as early as Jan. 26 the earliest date for the hearing would be the first week in February.

Hal Leffler, district manager for Union Central Life, Wichita, has been appointed to the board of the local Y. M. C. A.

Ever check your GA potential?

Are you a successful personal producer?
Are you interested in recruiting and developing successful insurance salesmen?
Are you capable of transferring selling knowledge to men with less experience?

... if your answers to all three questions are
Yes...

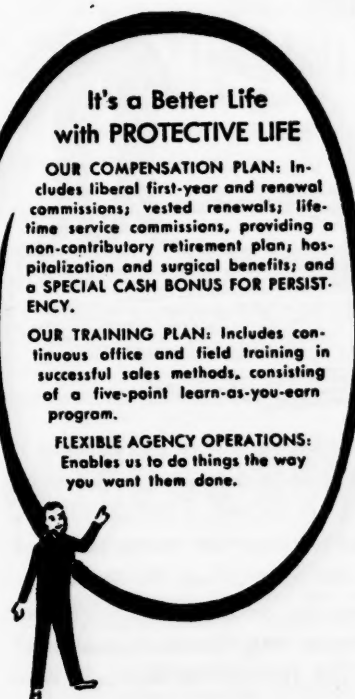


You should investigate now the many advantages of becoming a Protective Life General Agent. Protective's training program will give you the know-how to do a better job for your clients and to increase your income.

Get the facts now. Write to C. B. Barksdale, Superintendent of Agencies.

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NORTH CAROLINA
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It's a Better Life with PROTECTIVE LIFE

OUR COMPENSATION PLAN: Includes liberal first-year and renewal commissions; vested renewals; lifetime service commissions, providing a non-contributory retirement plan; hospitalization and surgical benefits; and a SPECIAL CASH BONUS FOR PERSISTENCY.

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Serving
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FIRST YEAR OF SERVICE

Fine Business Stationery
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"Say it" on Fox River cotton-fiber paper, and it will always be there! Cotton-fiber assures permanence for policies, special settlements, office forms, all vital correspondence. Hardest file-handling hardly shows. Stays white for years... has that currency-feel that makes an impression of stability. Ask your printer for bond, onion skin, or ledger samples... or write FOX RIVER PAPER CORP., Appleton, Wisconsin. Makers of fine papers since 1883.

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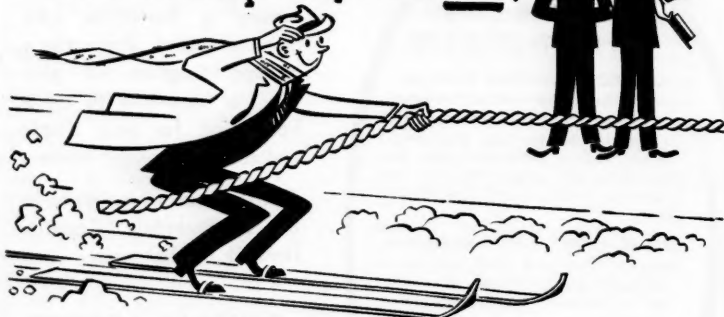
Every life underwriter can take pride in the thought that he insures, not only a life, but a way of life. Life insurance is an integral part of America . . . the land of independence, freedom and individual security.

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INSURANCE COMPANY

David O. McKay, President

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"Sure, Wilbur's a hustler. But he's also helped by that line!"



Wilbur knows that the best of agents can go places faster if they hook up with a "line" of insurance with built-in sales appeal!

Incidentally, if you want to team up with a company that's going places, perhaps Wisconsin National Life is the place for you. You'll like the "line" you will have to sell. You'll like our Retirement Income pension plan, our group life insurance plan for agents, the attractive contracts with liberal renewals and lifetime service fees. Write to our Director of Agencies, Wm. J. W. Merritt, C.L.U.

WISCONSIN NATIONAL LIFE INSURANCE CO.

Home Office: Oshkosh, Wisconsin

General Agency Openings in

WISCONSIN, MICHIGAN, ILLINOIS, INDIANA, MINNESOTA

Insurance R. & R. Names Highfield as Staff Editor

William Highfield, for five years with the home office of Loyal Protective Life, has joined Insurance Research & Review Service, Indianapolis, as staff editor.



William Highfield

Mr. Highfield, whose previous experience included six years with the Northwestern National home office, has a background of both life and A. & H. He has been active in insurance organizations, including service as instructors' committee chairman of Boston Life Underwriters Training Council and as vice president and secretary of the Boston L.U.T.C. alumni association.

Phoenix Mutual Life Fetes C. W. Welles, O. L. Dickinson

Two Phoenix Mutual Life field management veterans were honored at a special luncheon at the home office to mark their retirement after long service records. They are Clayton W. Welles, manager of agencies for four decades and Otis L. Dickinson, manager at Providence, R. I., for 26 years.

Mr. Welles went with the company in 1909 as assistant to Winslow Russell, former vice-president. In 1910, he was named manager of the Connecticut agency, which was divided in 1924. He then became manager of the newly-created Interstate agency, now in Bridgeport.

Mr. Dickinson joined the Portland, Me., office in 1916, transferring to the home office as a salesman in 1923. He became manager at Providence one year later.

Former Arizona Insurer Loses Illinois Suit

Director Day of Illinois has announced that the department's suit against American Farmers of Phoenix, Ariz., has been settled and a permanent injunction has now been ordered which will prevent the company and its employees or representatives from transacting any further business in the state. The permanent injunction order was agreed upon after negotiations were carried out by American Farmers' counsel in Illinois and the Illinois department. The McDonough county court found American Farmers guilty of illegally engaging in insurance in Illinois and fined the company \$500.

American Farmers in December was taken over by National Life & Casualty of Phoenix, and Michael O'Sullivan, the president, became executive vice-president and chairman of National L. & C.

Set N. Y. DBL Assessment

The New York department has notified all companies writing disability benefits business that the liability for the anticipated assessment in 1953 for administration expense may reasonably be calculated at .0001 of covered payrolls for the calendar year 1952. Covered payrolls, according to the department, may be estimated from sources which the companies believe to be credible.

American Service Bureau Makes Officer Changes

Robert R. MacKenzie, vice-president for eight years, and with American Service Bureau for nearly 30 years has been elected executive vice-president. The bureau is the service affiliate of American Life Convention.

Mr. MacKenzie, in assuming a larger part of the administrative direction of the bureau, will be under the overall direction of Lee N. Parker, president and general manager, and administrative vice-president of the A.L.C. Starting as an inspector, Mr. MacKenzie subsequently became manager, district manager and vice-president.

Kenneth A. Christensen has been elected secretary to succeed Maurice B. Cederstrom, who has retired after 32 years. Mr. Christensen has been with the organization for 15 years as accountant, executive assistant and assistant treasurer.

Mr. Cederstrom, who has been in ill health since suffering a heart attack four years ago, was advised by his physician to move to a climate more conducive to his physical well-being. He was given a luncheon by the A.S.B.-A.L.C. staffs and was presented with gifts from the bureau board, as well as from the staff of both organizations.

Gordon Gifford, with the bureau since 1926, more recently as home office representative, traveling in the field from the Chicago headquarters, has been appointed assistant vice-president as has also been Otto V. Elder, an A.S.B. 28-year veteran who began as an inspector and became consecutively manager in St. Louis, San Francisco and Chicago.

A. G. Foy has been appointed executive field director with headquarters in Columbus, O. He has been with A.S.B. since 1931 and has served as manager at Helena, Omaha and Denver. C. H. Tinsley, formerly west coast home office representative, has been appointed an executive field director at Los Angeles. He started as an inspector at Kansas City and later served as manager at Salt Lake City and San Francisco.

Group Talk at San Antonio

San Antonio Assn. of A.&H. Underwriters Jan. 7 had as guest speaker John J. Fenerty, Jr., manager of the group disability division of Employers group at New Orleans, who spoke on "Why, When and How of Selling to Groups."

He listed as advantages in selling group disability insurance to a large market, the tie-in and complementing salary deduction plans, benefits in addition to those afforded by workmen's compensation insurance, the completion of the salesman's portfolio, and the ability which group disability affords for professional service.

Blanks Committee to Meet

Superintendent Robinson of Ohio, the chairman of the committee on blanks of National Assn. of Insurance Commissioners, has called a meeting of the committee at the Commodore Hotel, New York, March 29-April 2.

Hear Two Speakers at S. F.

Walter Lennox, New England Mutual, discussed social security, and H. N. Lyon, Fidelity Mutual, spoke on Public Law 23 for the armed services, at a meeting of the San Francisco C.L.U. chapter.

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Paul S. Ranck Honored at Dinner Party Marking Retirement from Union Central

Combining sentiment and joviality in just the right proportions, the dinner which Union Central Life gave in honor of Paul S. Ranck on his retirement as chairman and treasurer of the New York City agency evoked many tributes to Mr. Ranck that testified to the affectionate regard in which he is held by his agency and by the home office executive staff.

Not all retirements are such felicitous occasions, for not many men who have lived a busy business life are so well equipped as Mr. Ranck, both financially and in variety of outside interests, to look forward to a full and happy retirement. But there was no need for any make-believe at this party.

Mr. Ranck retires after having been in the life insurance business 39 years. He has been with Union Central's New York agency since Jan. 1, 1914. The occasion of anyone's retirement in such circumstances can easily become a painfully sentimentalized affair but the dinner for Mr. Ranck, though never lacking in warm-heartedness, avoided any trace of mawkishness.

Host and toastmaster was President W. Howard Cox of Union Central, who reviewed Mr. Ranck's business life with Union Central. He mentioned also Mr. Ranck's chairmanship of the Broadway Savings Bank executive committee. He read a telegram from Mrs. Charles B. Knight, widow of the man whose name the agency bears.

Wendell M. Hanselman, vice-president and superintendent of agencies, mentioned Mr. Ranck's outside interests, including his love of painting,

music and gardening, as indicative that he would live a full and happy life.

Charles N. Barton, president of the agency, and a grandson of Mr. Knight, expressed to Mr. Ranck his gratitude for having trained and educated him as a newcomer to the agency. Mr. Barton mentioned the campaign which the



W. Howard Cox



Paul S. Ranck

agents put on in Mr. Ranck's honor. Their aim was to write \$6 million in new business in the 39 business days of November and December, but they rolled up \$7,593,000 in applications, of which \$6,457,000 has already been paid for.

Vice-president John A. Lloyd of Union Central spoke in a humorous and affectionate vein about Mr. Ranck's career and conferred on him the title of "Great Sachem."

Samuel M. Sitomer, president of Union Central's \$500,000 Club and chairman of the dinner committee, presented to Mr. and Mr. Ranck, on behalf of the agents, a five-piece set of matched luggage. Mr. Cox presented to Mr. Ranck a silver bowl with an inscription testifying to the company's appreciation of his 39 years of service.

Final speaker was the guest of honor himself, who responded briefly but with feeling.

Truman Urges Study of Magnuson Suggestions

WASHINGTON—That Congress should give careful consideration to the report and recommendations of his Commission on Health Needs of the Nation was suggested by President Truman in two messages to Congress. One of these messages accompanied the annual budget for 1953-1954.

The other was a special message transmitting the commission's report. In this connection the President referred to his past recommendations for establishment of national compulsory health insurance.

Mr. Truman reminded Congress that the commission "recommended immediate attention be given to a proposal for federal grants-in-aid to state plans for comprehensive personal health services." This proposal has certain virtues, said the President, for which reasons "it may well be desirable to devote our efforts to the establishment of a program which will give the states a chance to bear the major responsibility in bringing the cost of health services within the means of all."

Advisers Expect Change

WASHINGTON—All members of the advisory board to Insurance Director Thomas Kane of the Defense Department met Jan. 9 and discussed possibilities, plans, programs, etc., in connection with the department's reorganization in the Eisenhower administration.

The advisory board is now under the

munitions board, but reorganization of the latter is reported contemplated. Board members recognized that their organization may be abolished or

higher officials may decide to make new appointments to it. Meanwhile, however, it was decided the advisers will meet March 13.

HAROLD M. NOAKER
Canton, Ohio



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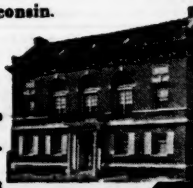
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EDITORIAL COMMENT

Management Principles Get a Boost

Those in the insurance business who are interested in the principles and practices of management will be impressed by a story of how the Eisenhower cabinet was selected. With one or two exceptions, there has been general approbation of Eisenhower appointments and particularly of the prompt manner in which they were made.

Before the nomination, so the story goes, the Eisenhower forces decided to retain a management consultant firm

to make a job specification study of key cabinet posts. This was done and the consultant firm brought in a list of men available for each post in a one, two, three order of fitness, capacity and general qualifications for doing the jobs. Again with two or three exceptions, the selections of men for the top posts came from these lists, apparently in most cases from the top three names suggested. In at least one instance, there was only one man recommended, and he was named.

Essential Element in Any Achievement

A piece of work gets done because someone is interested enough in getting it done to do it, or in seeing that it gets done. This element of interest is vital.

When a man sets out to accomplish something, he can read a book, he can ask for advice, he can secure guidance in several different ways. But in the end, in addition to being able to see what it is that must be done, he must have a will to do it and not rest until

it gets done. There is that kind of interest back of every well done job.

Thus to the clerical, sales, underwriting or management process there must be added the most vital element of all—character. Methods and planning are helpful, they can increase effectiveness very considerably. But it takes the force of an insistent interest, a will that is part of the character of some one person or persons, to bring about the achievement.

First Impressions Need More Attention

First impressions may be unreliable but they mean more than is generally realized in the delicate operation of getting a prospect's signature on the well-known dotted line. John Propis, agent of Northwestern Mutual Life at Buffalo, mentioned in his talk at the company's recent regional meeting the vital importance of the first few seconds that the agent is in the presence of the prospect. He is not the first to mention this factor in successful selling but in view of its importance to the success of the agent's call, it is surprising that comparatively little attention is given to the education and training of agents.

If the prospect thinks, on the basis of his initial size-up, made in the first few seconds, that the agent is a jerk, then probably there is very little that the agent can do from then on to save the situation, for the prospect isn't really listening to him at all but just figuring out how to get rid of him as easily and quickly as possible.

Life insurance buyers, for the most part, are going to do business with agents they like and are attracted to and are going to avoid ways of doing business with fellows they don't like. For some reason there is a disposition

in the life insurance business to minimize this phenomenon. It is probably fostered by the natural tendency of anyone engaged in sales work to believe that he is selling on a "reason why" basis or is exerting the type of pressure—though not high pressure—that is rightly thought to be a part of good salesmanship. It is more flattering to one's ego to believe that he is making a sale because his presentation is so clear, logical, and persuasive rather than just because he is a good Joe that people like to do business with.

The importance of personal impressions is just as vital in other businesses and professions as it is in life insurance. Most laymen don't realize how naive they are in praising a doctor, for example, for they rarely have any basis for judging his skill. All they mean is that he is a nice guy who, so far as they know, never gave anybody carboic acid instead of castor oil.

Whether it is manner, appearance, tone of voice, or what not, there are no trifles so tremendous as those that add up to the initial impression that any salesman makes on his prospect. True, he may be able later to correct a bad impression. But the chances are he will never get the opportunity.



Two New York Life men, Maj. Harold Stanard, left, and Capt. Owen A. Kean, formerly with the marine air force in Korea, have been alternately piloting a Corsair attack bomber with the word "Nylc" painted on the propeller. Together they chalked up 121 combat missions, receiving several medals. Major Stanard formerly was training supervisor of the company's northeastern division, and Capt. Kean was with the Vanderbilt New York City agency. Maj. Stanard is now personal affairs officer at El Toro, Cal., and Capt. Kean is at Miami awaiting reassignment. They both plan to rejoin New York Life after separation from service.

graduated at De Pauw University and each is Phi Beta Kappa. Budd Brown was a fraternity brother of John Burkhardt, vice-president of College Life of Indianapolis, and Mr. Burkhardt induced him to go with that organization. Then Budd Brown got his brother to make the move also. Robert B. Brown is stationed at Oklahoma University and has qualified for the Million Dollar Round Table three consecutive years. Budd Brown is at University of Missouri. His work was interrupted by a period of service with the marines. His sales approach the million dollar mark also. College Life sells insurance only to college seniors.

Richard F. Black, who now is traveling Iowa, Idaho, Nebraska, Wyoming and Colorado for the National Underwriter Co., replacing Robert Chapman, who has retired, was special agent in Georgia, Florida and eastern Tennessee for American Equity group of Miami before joining the National Underwriter. He served in the Pacific for 36 months during the last war, and after that went to college in Tennessee for three years. He was with a food processing company in Baltimore for a time and then went with Zurich at Chicago. He was a group salesman there and later at Pittsburgh before joining American Equity.

Richard F. Black

T. Coleman Andrews of Virginia is President-elect Eisenhower's choice as commissioner of the bureau of internal revenue. Mr. Andrews, an independent Democrat, supported Eisenhower for election. Mr. Andrews, who has had life company experience, is a certified public accountant and a partner of Bowles, Andrews, & Towne, actuaries and pension specialists at Richmond, New York City and Atlanta. He is past president of the American Institute of Accounting and a marine corps veteran of both world wars.

Herbert C. Skiff, 2nd vice-president of Phoenix Mutual Life, observed his 30th anniversary with the company. He joined the sales promotion division in 1923 and after several rapid advancements in the agency department was named assistant secretary in 1944 and secretary in 1946. In 1950 he was elected 2nd vice-president.

Paul O. Farrell of Northwestern Mutual Life, Indianapolis, is chairman of the 1953 fund campaign of Indiana Heart Foundation.

Lewis Cotlow, for many years an agent of the Lawrence E. Simon agency of Massachusetts Mutual at New York City, is the author of a new book, "Amazon Head-Hunters," published by Holt. The book tells of his experiences

PERSONALS

John M. Sisk of the L. W. Spickard Milwaukee agency of Bankers Life of Iowa, finished 1952 as the company's "Salesman of the Year". His personal production of \$1,127,090 ranked him ahead of the entire field force and won him this title for the fourth consecutive year.



John M. Sisk

Mr. Sisk joined the company in 1931 as a part-time salesman, becoming full time in 1937, after an illustrious career as an amateur and professional athlete. He graduated at Marquette University. He has been the leader of the company's top sales organization—President's Club—every year since 1947.

The two sons of O. B. Brown of Chicago, who is second vice-president of Firemen's Ins. Co., are having interesting parallel careers in the life insurance business. Both of these young men formerly were in the property insurance business. Budd Brown was with Marine Office of America at Indianapolis and Robert B. Brown was in the field with Hartford Accident. Each

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University and in shooting the feature length film, "Jungle Head-Hunters." Mr. Cotlow is also the author of "Passport to Adventure," published 10 years ago.

Arthur E. Stump, Jr., manager at Lynchburg for Life of Virginia, and a past president of Lynchburg Assn. of Life Underwriters, has been elected president of Lynchburg Exchange Club.

H. R. Kendall, co-chairman of the board of Washington National of Evanston, Ill., has been confined to bed for about five weeks.

Elmer Moore, New York Life, Wichita, former trustee of National Assn. of Life Underwriters, is chairman of the advance gifts division of the Sedgwick county Red Cross campaign.

John A. McNulty, manager for Prudential at New York City, has been elected president of the New York Athletic Club.

Ervin C. Lear, assistant manager at Cleveland for Travelers, was honored at a luncheon for his 40 years with the company, with 92 insurance men attending.

Allen Mayerson, principal actuary of the New York department, will leave Feb. 3 by air for Paris on a vacation trip. He plans to go to Switzerland for the skiing at Davos and will be in Nice for the famous carnival. He will visit Spain and return to New York by way of Paris, arriving March 7.

Howard J. Woods, Buffalo manager of Prudential, was installed as president of the Kiwanis Club of that city.

Henry E. Niles, vice-president of Baltimore Life, has been granted a year's leave of absence to serve as deputy director of the U. S. technical cooperation administration in India. The company directors at the request of the State Department granted Mr. Niles this leave to serve the U. S. "Point 4" program. In 1951 Mr. Niles served in Europe on an ECA productivity team. He is a former vice-president of American Management Assn. and author and lecturer on the principles of organization. Mr. Niles will fly to India about Jan. 17.

DEATHS

A. B. BANKS, 84, who a little over 20 years ago was head of a far flung insurance and banking empire in Arkansas and the mid-south, died at Little Rock following a heart attack.

He entered insurance as a local agent about 1890, at Fordyce, Ark. In 1901, he formed Home Accident of Arkansas and in 1905, when all of the old line stock fire companies were driven out of the state by anti-trust legislation, he established Home Fire of Arkansas. These companies, with Home Life of Arkansas, developed into an important insurance group in Arkansas and about 20 other states. He was also head of A. B. Banks Co., which had extensive holdings in about 54 banks in Arkansas and a number of lumber and other industries.

Home Fire and Home Accident went under in 1931 and Home Life was taken over ultimately by Central States Life. Banks went into bankruptcy, returned to Fordyce and reestablished a local agency, A. B. Banks & Co., which has become a large and successful business.

HAROLD INVALIDSON, 66, treasurer and director of Lutheran Brotherhood and manager of its investment department, died at Beloit, Wis.

CLARENCE R. STYRON, who was vice-president and general manager of the old Stonewall Life of Vicksburg, Miss., in 1930 and 1931, died at San Antonio at the age of 67. Stonewall Life went into receivership in 1938 and the business was later reinsured by All States Life.

FREDERICK A. CLARK, 88, agent for Metropolitan Life at Buffalo for more than 45 years, died suddenly.

THEODORE YEAGER, 69, with American Mutual Life of Iowa at Carl Junction, Mo., since entering the business in 1918, died at Joplin following a long illness.

CLIFFORD D. DEAN of the Miller general agency, New England Mutual, Topeka, died at Lawrence, Kan., following surgery. He was formerly superintendent of schools there.

CARL J. VESY, who had been with the Conrad C. Klee general agency of Travelers at Binghamton, N. Y., for 30 years, died in a hospital at Asbury Park, N. J., after a long illness. His age was 61. He was with Travelers in Nebraska 10 years before that.

Day Issues Order on Bankers L.&C. Employee Policies

Director Day of Illinois has issued a final order to Bankers Life & Casualty of Chicago on the issue of single premium life policies issued by Bankers to its employees. In the main, Bankers L. & C. is given a clean bill.

Mr. Day had issued a directive to Bankers that the single premium policies to the employees, on which the company paid the difference between the loan value and the premium, should be cancelled and the 1951 annual statement of Bankers changed accordingly. Bankers brought suit to void this directive, but in the meantime a hearing was held and Mr. Day's order, giving clearance on nearly all points to Bankers, was put forth. Bankers dismissed its suit Jan. 5.

Mr. Day found that the policies were carrying proper reserves, but he ordered Bankers to inform the departments in each state what premium income, reserves, policy loans, policy loan interest and premiums paid applied to single premium insurance on the lives of its officers, employees and agents. Bankers also is ordered to revise its rate book and make it known that the policies sold to the employees are available to any prospective insured who can pass requirements.

Bankers also is required to attach to each of the policies issued to employees, an improved form of rider eliminating the contestable, and to obtain an application from each employee.

The order also states that: "Commencing Jan. 1, 1953, all policy loans of Bankers Life & Casualty shall be made at rates of interest corresponding to the respective rates of interest specified for the computation of reserves in its various policies," notice given first premium notice after Jan. 1.

He also requires that commencing Jan. 1, interest rates on all existing policy loans of Bankers shall be adjusted to rates corresponding to the respective rates of interest specified for the computation of reserves on policies on which such loans have been made, with the change in interest rates, if any, beginning with the anniversary date of each policy.

OBSERVATIONS

Give Workers Creative Reins

An environment where people can create should be the principal objective of personnel administrators, George Wilgus, manager of personnel for Mutual Life, opined in a talk at Princeton before a meeting of New Jersey chapter of American Society for Public Administration.

According to Mr. Wilgus, the success of any personnel program can be measured by how well employees are allowed to think for themselves. "Man must be allowed to use his mind at work as far as possible. He must be allowed to exercise it, develop it and above all, be encouraged to create with his mind."

Personnel administration, he observed, in large or small organizations, must provide for maintaining the dignity of the human being.

Mails Heavy With Annuities

The U. S. mails are now delivering checks from life companies as regular income to owners of 777,000 annuities, according to Institute of Life Insurance.

This figure represents annuities already paid for. Another three million annuities currently are being purchased by younger persons.

T. V. Post New President of Texas Officers' Association

Troy V. Post, president of Life of Dallas, and of Reinsurance Co. of America, has been elected president of Texas Legal Reserve Officials Assn.

Other officers are Pierce V. Brooks, president of National Bankers Life of Dallas, 1st vice-president; Robert Cowling, Southern State Life, 2nd vice-president; Orville H. Howard, secretary of International Life of Austin, secretary and E. O. Severin, San Antonio, assistant secretary.

Form New Insurer at K. C.

Old Security Life is the name of a new company established at Kansas City on a mutual basis.

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ACCIDENT AND HEALTH

Bureau to Hold Group Seminar at N. Y. Jan. 20-21

Bureau of A. & H. Underwriters will conduct an educational seminar at New York City Jan. 20-21 on group A. & H. insurance. E. A. Hauschild, Security Mutual Life, chairman of the governing committee, will open the session, and introductory remarks will be given by George E. Light, Travelers, chairman of the group committee.

R. M. Browning, New York Life, will be discussion leader for a session on trustee groups at which A. R. Willson, State Mutual Life, will talk on bargaining plans; Frederick T. Googins, Massachusetts Mutual Life, will discuss trade association plans, and E. P. Brooks, New York Life, will handle administrative considerations.

In the afternoon, J. F. Follmann, Jr., bureau manager, will be in charge. Joseph F. Murphy, deputy New York superintendent, will talk on "Regulatory Actions of Other Insurance Departments." There will be an address by Nathaniel B. Taft, New York Life.

The next morning, the general topic will be the insurance industry, the medical profession and hospitals, with M. D. Miller, Equitable Society, in charge. Ralph T. Heller, Prudential, chairman of Health Insurance Council, will discuss the insurance side; Dr. J.E. Carr, chairman of the medical economics committee of the New York County Medical Society, will talk on the medical profession, and C. Rufus Rorem, executive director Hospital Council of Philadelphia, will talk on hospitals.

To Review Revocation of Agent's License in Va.

Virginia supreme court of appeals has agreed to review the action of the corporation commission in cancelling the license of George D. Coffey, Jr., an agent of Sterling, following the revocation of Sterling's license and that of another agent on complaint of a policyholder. Sterling also has an appeal pending. The complaint filed with the commission by Mrs. K. B. Nicholas of Richmond alleged that Coffey misrepresented the provisions of Sterling's contract. Coffey holds that the finding was "arbitrary and unreasonable exercise and abuse of its (the commission's) authority and discretion." In a dissenting opinion, Commissioner Ralph Catterall said in effect that he found Coffey was not guilty of misrepresentation, and that because he was not, Sterling was not guilty either.

Firestone Man Is Speaker

William C. Reichardt, sales manager for Firestone Tire & Rubber Co. Wisconsin stores, discussed selling in the current market in a talk on "The Game and The Score" at the January luncheon meeting of A.&H. Underwriters of Milwaukee.

Panel on Policy Approval

At the Jan. 14 luncheon meeting of A. & H. Managers Assn., San Francisco, a round table discussion of uniform provisions and their application to policy approval was presented. George W. Kemper, Fireman's Fund, was moderator. The panel consisted of Arnold Brown, vice-president Metropolitan

Life, and S. S. Battleson, West Coast Life, representing the industry and Frank Fullenwider, J. N. Andrews and F. J. O'Regan, representing the California department.

Va. Blue Cross Increases Rates and Benefits

Virginia corporation commission has granted Hospital Assn. of Roanoke (Blue Cross) authority to increase rates from 20 to 65¢ a month on the condition that additional services are furnished. Larger payments for private rooms and provision for certain drugs will now be made. The new rates probably will go into effect Feb. 20. Single person rates become 20¢, two-person contracts 40¢, and family contracts 65¢. The maximum coverage is increased from 35 to 90 days and Blue Cross will now pay \$6 per patient a day for a private room as against the present \$4.50.

Change Brooklyn Name

The name of Brooklyn Assn. of A. & H. Underwriters has been changed to Southern New York State Association. The group has planned its activities for 1953. The first meeting, Jan. 21, will feature a talk by Tom Callahan, Time of Milwaukee, first vice-president of the International association.

Reelect Boardway in Mich.

Harold A. Boardway, who resigned recently as general agent at Detroit of Massachusetts Protective and Paul Revere Life, has been reelected president of Michigan State Assn. of A. & H. Underwriters. On hand at the meeting were Commissioner Joseph A. Navarre and Jack Wickstrom, deputy commissioner.

Hear Knight at Columbus

William A. Knight, Federal Life & Casualty, Cleveland, president of Ohio Assn. of A.&H. Underwriters, addressed the Columbus association at a luncheon meeting Monday.

Galloway Detroit Speaker

John G. Galloway, Provident L. & A., Birmingham, Ala., president of the International association, spoke at the Jan. 13 meeting of Detroit Assn. of A. & H. Underwriters.

Business Men's Assurance Names Crissman, Willcott

Business Men's Assurance has appointed Ralph Crissman manager at Wichita, succeeding the late Bert A. Hedges, and Ralph J. Willcott manager at Chanute, Kan. The Chanute branch becomes a new arm of the former Wichita branch.

Mr. Crissman, a district manager since 1949, is secretary of Kansas A. & H. Underwriters Assn. Mr. Willcott, also a district manager since 1949, is 1st vice-president of Kansas Assn. of Life Underwriters.

Credit Directors to Meet

Plans for expansion of the activities of Consumer Credit Insurance Assn. will be formulated at the quarterly board meeting Jan. 28-29 at Palm Beach, Fla.

NEWS OF COMPANY MEN

Battleson, Cecil in New West Coast Life Posts

West Coast Life has appointed Stephen S. Battleson superintendent of agencies in charge of administration and Robert Cecil as superintendent of agencies in charge of training.

These appointments were made in conjunction with a realignment of the agency department that replaces the present regional plan of supervision with a functional setup.

Mr. Battleson has been with West Coast Life for 29 years. He has been



S. S. Battleson



Robert Cecil

supervisor of the policyholder service department, manager of A. & H. sales, inspector of agencies, and since 1951 a superintendent of agencies. He is a graduate of the L.I.A.M.A. school and is an associate of the Life Office Management Assn. Institute. He is a past president of the A. & H. Managers Assn. in San Francisco and immediate past president of the California Assn. of A. & H. Managers Clubs. Since 1950 he has been legislative representative for the H. & A. Underwriters Conference.

Mr. Cecil entered life insurance with West Coast Life in 1935 on graduating from the Stanford University graduate school of business. He was assistant manager and later manager in the Philippines. During his internment in Japanese prison camps he served as a camp director. He became manager at Los Angeles in 1945, inspector of agencies in 1950 and a superintendent of agencies in 1951. He is a director of the Los Angeles C.L.U., instructor in the L.U.T.C. course and a graduate of the L.I.A.M.A. school.

Adams to Home Office

Manufacturers Life has appointed W. F. G. Adams agency superintendent. He will be associated with Agency Vice-President W. T. Thorpe and Agency Superintendent F. A. Nicholson.



W. F. G. Adams

Mr. Adams, who has been with Manufacturers Life since 1931, has been manager at Hamilton, Ont., for 12 years.

J. P. Haverty, formerly agency assistant, Calgary, has been appointed manager at Hamilton.

Raise Gillespie in West

Erv Gillespie, former training consultant in the western home office of Prudential, has been promoted to manager of field training.

Mr. Gillespie became an agent at

Wilshire, Cal., in 1944 and was promoted to staff manager in 1949. He has been training consultant since last June.

Prudential Vets. Amerman, Dalrymple, Begin Retirement

John A. Amerman, 3rd vice-president and assistant general counsel of Prudential, has retired following 43 years with the company. Also retiring is James R. Dalrymple, assistant actuary, with 50 years in the business.

Mr. Amerman joined the company in 1909, and went with the legal department in 1915 following graduation from New Jersey law school. He has been a 3rd vice-president since 1940. He will enter private law practice.

Mr. Dalrymple was appointed assistant actuary in 1946. He joined the ordinary department in 1902, and went with the department of the army in 1917. Following the war, he joined Travelers for several years, and returned to Prudential in 1928. He is a fellow of Society of Actuaries.

Haskell Wins Promotion

Lyman G. Haskell has been named agency secretary of Union Mutual Life.



Lyman G. Haskell

He formerly served as supervisor of the settlement option division.

In 1937 Mr. Haskell joined the National Shawmut Bank of Boston, where he became a member of its credit department. He went with Union Mutual in 1947, following military

service in the last war.

Bush Resigns as Director

Prescott Bush, newly elected Senator from Connecticut, has resigned as a director of Prudential and several other corporations. Senator Bush said he was giving up the associations reluctantly but was anxious to free himself entirely of obligations which he could not fulfill and also wanted no possible conflict with his duties as a United States Senator.

Name Dewar, Black, McDade

Commonwealth Life has appointed Walter S. Dewar assistant actuary; William W. Black manager of the underwriting department, and Thomas B. McDade, Jr., assistant manager of the bonding department.

Mr. Dewar has been with the actuarial department since joining the company in 1949. Mr. Black went with the underwriting department in 1946, and Mr. McDade joined the bond department as security analyst in 1950.

Angle Associate Actuary

John Angle, for the past two years with the air force in Iceland, has been elected associate actuary of Woodmen Accident and Woodmen Central Life. He is a graduate of University of Chicago.

Continental Assurance Ups 14 in Group Department

Continental Assurance has completed extensive reorganization of its group department. Increase in volume of business of more than \$1 billion of group insurance in force and over \$20 million in A. & H. premiums necessitated the following changes:

Jack W. Hassell, former manager of the group service department, has been promoted to superintendent of the group sales and service department. John H. Heneage, former group supervisor, has been appointed account executive.

The midwest department has been

set up with a regional supervisor in charge and a group supervisor as his assistant for each designated territory. Delbert C. Larson is regional supervisor for Illinois and John Beierle, group supervisor; Martin B. McCarthy, regional supervisor for Michigan and George E. Reinking group supervisor; John E. Wood, regional supervisor for Indiana, Iowa, Wisconsin, Minnesota, Nebraska and Missouri and Thomas J. McCarthy, group supervisor; and Carmon E. Cobe, regional supervisor for Ohio, western Pennsylvania, West Virginia, Tennessee and Kentucky, with Herb C. Calaway as group supervisor.

Eastern department: Andrew Pane and Bernard Walsh, group supervisors



TIME TELLS THE TALE

We figured right along that the ideal-sized insurance company is one that is big enough to be big and small enough to be small. That's us.

American United Life is big enough to enjoy the advantages of "bigness": having a desirable geographical distribution of risks; being a factor in the investment market; employing top-flight talent in the home office . . . these advantages go with bigness.

We're small enough to enjoy the advantages of smallness: knowing field men personally; worrying willingly about policyholders' individual problems; seeing our forest and every tree in it . . . these are the advantages of smallness.

Judging by the sales record the boys hung up last year and the year before that, time is proving us right: you can't beat being big enough to be big and small enough to know folks by their first names.

(Assets about \$100 millions, insurance in force over \$500 millions.)



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PROTECTED HOME CIRCLE

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FOUNDED IN 1884

A Legal Reserve Fraternal Insurance Society

JOSEPH SPENCER, President

L. D. LININGER, Secretary

SHARON PA.

under the direction of Richard O'Connor, regional manager.

Pacific coast department: Hjalmer Berg, group supervisor under the direction of Sanford Hudson, regional manager.

Leland Named to New Post

American United Life has promoted Lawrence Leland, formerly assistant director of agencies, to superintendent of agencies. Since 1938 Mr. Leland has been active as an agent and in the

home office, with exception of four years' military service. He is a graduate of the Purdue course and L.I.A.M.A. school.

B.M.A. Names Phillips;

Advances Hogue, Aldridge

Business Men's Assurance has named John G. Phillips, former assistant man-

ager for Equitable Society at Kansas City, assistant to the vice-president.

The company has also appointed A. W. Hogue regional reinsurance director for the southwest at Dallas, and George Aldridge reinsurance secretary.

Mr. Hogue entered the business in 1939, and became manager for Equitable Society in 1946. He is president of Kansas City Assn. of Life Underwriters, and past president Kansas City C.L.U. chapter.

Mr. Hogue was formerly vice-president of sales. Before that he was man-

gers and is a graduate of the New York University law school. He was with the New York law firm of Cardozo & Nathan and later was an adjudication attorney in the War Department. In 1946 he became insurance editor for Prentice-Hall. He is an instructor in the Insurance Society of New York courses.

Smith Resigns as Chairman

Ralph W. Smith, Sr., former president of Unity Mutual Life & Accident of Los Angeles and now chairman, has resigned, effective Jan. 31. Control of the company recently changed hands.

He intends to remain in the life insurance business in some capacity.

Franklin Life Leaders

More than \$1 million in paid business was produced by 62 agencies of Franklin Life through 1952. Individual leader was Virgil D. Wright, Coral Gables, Fla. Russell W. Huether, St. Louis, was named company Man of the Year for overall performance.

COMPANIES

Charge Mammoth L.&A. President Has Illegal Hold on Company Stock

LOUISVILLE—Two stockholders of Mammoth Life & Accident, a Negro insurer, have filed suit in circuit court here charging that Robert Holloman, president, is illegally holding 5,194 shares of company stock.

The action was brought by W. C. Buford, chairman of the board, and Mrs. Willie W. Whitley, Indianapolis, widow of the former company treasurer.

It is charged that in 1945 the company set aside the 5,194 shares as a trust fund for retirement benefits and pensions of employees, issuing the stock in the name of the late John Holloman, former president and father of the current president.

When the elder Mr. Holloman, who was to act as trustee of the fund, died in 1947, without leaving a will, his son, it is said, illegally had the stock reissued in his own name, although he knew it was not a part of his father's estate.

It is charged that Robert Holloman has repudiated the trust fund, received all dividends of the stock and voted it as his own. It is further alleged that as long as the disputed shares are outstanding they depreciate the value of other stock.

An accounting for dividends paid to Holloman since 1947 is asked, also that he be barred from transferring, selling, or voting the stock.

Westland Goes Legal Reserve

Westland Life of San Francisco has been issued an amended certificate of authority to become a legal reserve insurer. Heretofore the company, founded in 1941, has been operating under Chapter 9, issuing insurance on a reserve stock plan.

The California department has approved issuance of a contribution certificate in the amount of \$100,000 to F. W. Callison, president, and also issuance of a stock dividend of 125,000 shares to Mr. Callison as steps in



HISTORY is Big Business in the South

Yes, history is a big business in the South . . . Mount Vernon and Williamsburg in Virginia, St. Michael's Church in Charleston, St. Augustine in Florida, the Vieux Carré in New Orleans and many other shrines and battlefields attract thousands of tourists each year.

These tourists travel from far and near over modern highways, by rail, bus, and airplane; they are housed in modern hotels and tourist courts; they visit museums and parks that are maintained by the States.

During its 47-year history, Liberty Life has gone hand-in-hand with the sound growth and development of the Southeast. From the Potomac to the Gulf of Mexico, the Company's representatives are helping an increasing number of people—in all walks of life—to provide "Financial Freedom for the Family."



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A large mutual eastern Company, writing all forms of life and group, is seeking a well qualified candidate to head its present General Agency in San Francisco. Salary basis at outset, leading to full general agency. Liberal underwriting, salary plan for new agents, brokerage. An excellent management opportunity. Write, giving qualifications. All replies held in strictest confidence.

Address P-67, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.



John G. Phillips



A. W. Hogue



George Aldridge

Connecticut Mutual Life Promotes Nicholson, Pepper

Connecticut Mutual Life has advanced Dr. Richard E. Nicholson and Dr. D. Sergeant Pepper, assistant medical directors, to associate medical directors.

Dr. Nicholson went with the medical department in 1947, and Dr. Pepper joined the company in 1951 following five years as assistant medical director with Provident Mutual Life.

Both are army veterans.

Mrs. Voelker Is Advanced

Mrs. Leonette Voelker has been made personnel officer of Baltimore Life.

Mrs. Voelker joined the company in 1944, and was made personnel assistant in 1947. She is president of Women's Personnel Assn. of Baltimore.

Igleheart, Lesser Promoted

United States Life has promoted William Igleheart to assistant treasurer and Saul Lesser to assistant counsel.

Mr. Igleheart has been with the company since 1947 except for military service. He was security analyst for four years. Since his return from service in 1952 he has been administrative assistant to W. C. Batchelder, vice-president and treasurer. He is a graduate of Princeton and has a master's degree from Harvard business school.

Mr. Lesser joined U. S. Life's legal department in 1948. He attended Rut-

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bringing about transformation of the company to a legal reserve basis.

Lincoln National Life's War Hazard Risk Rules

Lincoln National Life has outlined its complete rules regarding war hazard risks, applying in all jurisdictions except the Philippine Islands.

Enlisted men in the lowest three pay grades in all military branches and members of the submarine service are not accepted on any basis. Marines are considered only with an "aviation and war risk exclusion provision". Female members of the armed forces will be considered for usual amounts of insurance without such rider.

Brokerage business on active service personnel and on certain classes of civilians will not be accepted on any basis. These are members of the national guard or reserves who have been alerted or called on active duty; members of R. O. T. C. in their senior year in college; those who have volunteered for military service or who have been ordered to report for induction; persons classified as 1A who have been alerted or called for examination.

The amount and plan of insurance on the lives of other military service personnel on active duty which may be written without the aviation and war risk rider by individual agents are restricted. Agents who have ordinarily submitted only an occasional case on service personnel prior to Korea may continue to submit only such occasional applications as they secure in the course of soliciting their usual civilian business. Agents who have specialized in service business prior to Korea will be limited to a total of \$25,000 per month and, in addition, the amount of such business must be matched by civilian business.

Pacific Mutual School

Pacific Mutual Life has opened at Pasadena its second two-week school for supervisors, scheduled as part of a continuous program of company-sponsored coaching for administrative personnel.

Arranged by Richard F. Blaul, director of business management training, the sessions are being conducted by Albert F. Gardner, manager of recruiting and basic training, assisted by Fran E. Bowen, supervisor of agencies, R. E. Daisey, manager of advanced training, H. W. Bradford and R. M. Moore, supervisors of agency training.

Howard S. Cullman, chairman of the Port of New York Authority, has been elected to the board of *Prudential*. Mr. Cullman is vice-president of Cullman Bros., and of Tobacco & Allied Stocks, Inc.

Penn Mutual Life has made a first mortgage loan of \$2½ million to Levitt & Sons on three buildings in the shopping center at Levittown, Pa., where the Levitts are building 16,000 homes.

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CHANGES

H. E. Belden Heads New Union Central Agency

Henry E. Belden has been named manager at Los Angeles for Union Central Life's new agency there. The existing agency will continue under Mark S. Trueblood, manager. In opening a second agency at Los Angeles, Union Central is carrying out its plan of operating dual agencies in certain cities.

Mr. Belden has been with the company since 1926, when he started as agent, then becoming supervisor, at New Orleans. He was named assistant manager at Los Angeles in 1933.

A C. L. U., Mr. Belden has organized and conducts classes in advanced underwriting and is considered one of the leading insurance educators on the west coast. He is a former president of Life Underwriters Assn. of Los Angeles.

Baker, Hancock District Vet. Retires; Succeeded by Huling

Edwin W. Baker, district manager at Louisville since John Hancock Mutual Life entered Kentucky in 1926, has retired after 30 years with the company. He will be succeeded there by Alexander K. Huling, former supervisor for the east-central region.

Mr. Baker entered the business with John Hancock at Dayton, O., in 1921, and became assistant district manager at Minneapolis in 1923 before transferring to Louisville.

Long active in National Assn. of Life Underwriters affairs, he was chairman of the nominating committee for the annual meeting at Pittsburgh in 1943. He was elected a trustee in 1944, and became chairman of the midyear meeting at Louisville in 1948.

Mr. Huling went with the company at Sioux City, Ia., in 1939, and became assistant district manager there in 1947. He has been regional supervisor since 1949.

Names Ciora at Omaha



Emil J. Ciora

Pacific Mutual Life has named Emil J. Ciora general agent at Omaha, Neb. He formerly was supervisor for the C. M. Ganster agency of Pacific Mutual at Pittsburgh. Before going with the company in 1948, Mr. Ciora was with John Hancock as assistant manager at Pittsburgh.

Thomas Callahan, Time Milwaukee, vice-president of International Assn. of A. & H. Underwriters, will address the Philadelphia association Jan. 21.

Sonday New Ohio National General Agent at Akron



Harold Sonday

Ohio State Life has appointed Harold Sonday general agent at Akron.

A veteran of the last war, Mr. Sonday for several years was with New England Mutual Life at Cleveland. Most recently he served as agency assistant.

Mitchell Resigns Post with Occidental of California

Maurice E. Mitchell has resumed general agent duties for Occidental of California at Dayton, O., following release from the air force. He has been with the company since 1950. He entered the business with Lincoln National Life.

The company has appointed Robert L. Flick branch brokerage manager at Pasadena. He had been assistant brokerage manager since last June.

Meeks to Cleveland Post

Jack D. Meeks has been named asso-

1952 WAS GOOD!

Yes—1952 was a good year for all of us in the business of life insurance selling for it gave us the full measure of 366 days in which to tell the story of life insurance to the public.

Specifically—it was good to the salesmen of Bankers Life of Nebraska. Not because they had more days to use but because they were telling the story of life insurance to more people and doing it in an increasingly effective way.

It couldn't help but follow then that 1952 would be a banner production year for Bankers Life. It was! The largest production year in the Company's sixty-five year history; a production more than four times greater than in 1940—just twelve short years ago.

Believe us—we're looking forward to an even better 1953.

Bankers Life

INSURANCE COMPANY of Nebraska



MONUMENTAL LIFE INSURANCE COMPANY

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ciate general agent at Cleveland for Ohio State Life. Presently assistant superintendent of agencies for the company at Columbus, Mr. Meeks is returning to the city in which he started in the insurance business seven years ago with Ohio State Life. Carl Adams is manager at Cleveland.

Pilot Transfers Compton

Bruce Compton, who has been general agent for Pilot Life at Norfolk, Va., has transferred to San Antonio as general agent for the company.



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Three Named at Boston

Aetna Life has appointed Richard S. Cox, Jr., associate general agent at Boston. Leonard A. Penney and Walter S. Palmer are appointed assistant general agents there.

Mr. Cox has been assistant general agent for 11 years and with Aetna since 1929. He is a C. L. U. Mr. Penney joined Aetna in 1948 at Providence and went to Boston as a supervisor in 1950. Mr. Palmer, also a C. L. U., has had several years experience in life insurance.

Baldwin Heads Group Unit

The new regional group office of Mutual Benefit H. & A. and United Benefit Life at Chicago is now fully in operation under Thomas E. Baldwin as manager.

Mr. Baldwin started in insurance with the home office of the Prudential in 1948. He later was transferred to the Philadelphia group office where he served in a group capacity as assistant agency manager in charge of group sales. He went with Mutual Benefit in 1950 as regional sales manager of the then newly established Philadelphia group office. He has been at Chicago since September.

Life & Casualty Promotes 3

F. E. Exum, former superintendent for the Miami district, has been promoted to district manager at Waycross, Ga., by Life & Casualty. E. J. Boudreaux, former superintendent for Lafayette, La. district, became manager at Baton Rouge, and C. E. White, former superintendent for the Richmond district, advanced to state supervisor for Virginia and Washington, D. C.

Salm Named by Security

Irwin Salm, formerly a member of the D. J. Farrell San Antonio agency for Pacific Mutual Life, has been appointed manager at that city for Security Life & Accident.

Weber Made Frank Associate

Rudy W. Weber has been appointed associate general agent of the Hans A. Frank agency of Ohio State Life at Chicago.

Formerly operator of the Lakeview general insurance agency there, Mr. Weber entered the business in 1925 with John Hancock at St. Paul, becoming assistant district manager the following year. He went to Cedar Rapids, Ia., in 1931 as district manager, later returning to St. Paul in the same capacity. He has been at Chicago since 1941.

Carl F. Tagge has been appointed assistant general agent and A. Jerry Kirchberg, Jr., supervisor of the Rockwood S. Edwards agency of Aetna Life at Chicago. Mr. Tagge, formerly supervisor, has been with the agency since 1947. Before going with Aetna, Mr. Kirchberg was with State Mutual Life at Chicago. His father, A. J. Kirchberg, is brokerage manager of the Edwards agency. Both appointees are veterans.

Robert A. O'Neal, superintendent of Indiana state police and an officer for 19 years, has entered life insurance with his brother, James T. O'Neal, manager of Great-West Life at Indianapolis.

Mr. O'Neal had been urged by the incoming governor to return to his old job of executive officer, but decided to

enter the insurance business. Another brother, Jack, operates a general insurance agency at Speedway City a suburb of Indianapolis.

Manhattan Life Post For Smith

Robert D. Smith has been appointed associate general agent of Frank V. Gilbert, Jamaica, L. I., N. Y. agency of Manhattan Life.

Mr. Smith entered the life business after service in the marine corps, joining New York Life as an agent in 1946. He subsequently became assistant manager of the Brooklyn-Hempstead office and then was transferred to Portland, Me., remaining there until 1950, when he went to New Haven as assistant manager.

He was appointed New Haven general agent of State Mutual Life in 1951.

Edward S. Altersohn has been advanced to assistant general agent of the R. E. Florian agency for Connecticut Mutual Life at Chicago. Maurice F. O'Connor has been named brokerage manager. Mr. Altersohn, formerly brokerage manager, has been with the agency since 1947. He is a veteran. Mr. O'Connor, before taking charge of his father's general insurance agency at Chicago in 1950, had several years of insurance experience.

Arthur G. Boardman is now assistant general agent of Mutual Benefit Life at Boston. He has been in life insurance work since his separation from the army in 1946, and during the past year has been general agent of Bankers National Life in Boston.

National Life of Vermont has appointed Vere E. Pearlstein and John R. Smith assistant general agents for the Brynn general agency at Montpelier. Mr. Pearlstein has been with the company since 1943, Mr. Smith since 1948.

Prudential has appointed A. B. Coppers assistant manager at Yakima, Wash. He has been with the company since 1950.

Howard E. English has joined the Freeman J. Wood agency of Lincoln National Life at Chicago. Mr. English at one time was general agent there for Bankers Life of Nebraska and before that was with Reliance Life at Chicago. He started in insurance in 1932.

Kenneth E. Hauck has been appointed supervisor of the Ray Patterson agency of Penn Mutual Life at Indianapolis. He has been with Equitable of Iowa and is the son of R. R. Hauck, manager of Metropolitan at Indianapolis, who is president of Indianapolis General Agents & Managers Assn.

J. E. Klein has been appointed general agent at Portland, Ore., by Northwestern Life of Seattle.

Credit Insurance Parley

The quarterly meeting of directors of Consumer Credit Insurance Assn. is to be held at Palm Beach Biltmore hotel, Palm Beach, Fla., Jan. 28-29. Cecil Woods of Volunteer State Life is the chairman.

North Carolina Mutual Life, now licensed in New Jersey, has opened an agency at Newark with L. G. Spellman as manager.

ASSOCIATIONS

Freeport, Ill., Bids for N.A.L.U. Headquarters Site

Freeport, Ill., is the latest of a long list of cities to offer a site for the planned National Life Underwriters Assn. Memorial building headquarters. The city's bid was made by Richard C. Malone, Franklin Life, spokesman for the Freeport association and secretary-treasurer Illinois Round Table, at a Chicago meeting of the board.

Referring to Freeport as the "Hartford of the West," Mr. Malone cited its economic and geographic advantages, and pointed to its Insurance Row as a growing attraction for insurance home and branch offices.

Harry Kliff, Phoenix Mutual Life, Chicago, chairman of the board, motioned for congratulations to the Freeport association for its choice of speaker, approved unanimously.

Sooners to Hear Huber

Soloman Huber, general agent, Mutual Benefit Life, New York, is scheduled as speaker at the annual sales congress of Oklahoma Assn. of Life Underwriters, Feb. 14. Because of space limitation this is the first time since 1948 that the congress will be staged by agents from both eastern and western Oklahoma. Neither Tulsa nor Oklahoma City had an auditorium large enough to take care of the entire group. The new student union building at the A. & M. College at Stillwater will be the site, and approximately 600



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agents are expected. J. D. Anderson, Mid-Continent Life, Oklahoma City, is serving as program co-chairman with John C. Darling, general agent for Northwestern Mutual Life, Tulsa.

Plan Brooklyn Congress

The Brooklyn branch of New York City Life Underwriters Assn. is holding a sales congress Jan. 22.

Speakers will be Bernard S. Bergen, general agent of Mutual Trust Life at Brooklyn, on "Sell the Easy Way"; Harold Baird, National Life of Vermont, New York City, on business insurance, and Stanley C. Collins, Metropolitan Life, Buffalo, a trustee of the National Association, on "Enduring Success Through Sales." Paul S. Craigie, sales training manager of Lily-Tulip Cup Corp., will give a humorous presentation on "How Not to Succeed Successfully."

Underwriters Hear Bland

Frank W. Bland, Pacific Coast manager National Underwriter Co., is addressing Central California Life Underwriters Assn. at Modesto Jan. 16 on prospects for increasing sales in the coming year.

On Jan. 23 he will address Life Underwriters of Sonoma County at Santa Rosa on "As I See It."

Milwaukee—Sydney S. Dunning, assistant superintendent of agencies for Occidental Life of California at Philadelphia, spoke on "Questions Make Them Think."

Nashville—Walter Weissinger, vice-president of New York Life, addressed the January meeting.

Salina, Kan.—F. H. Bixby, district manager, National Life & Accident, Hutchinson, spoke on "The Combination Man."

New Bedford, Mass.—Alex M. Hammer, Jr., discussed "An Easy Way to Talking Life Insurance" at a meeting Jan. 15. The next meeting will be held Feb. 19, with Ernest W. Furnans, Jr., attorney of Massachusetts Mutual Life, speaking.

Richmond, Va.—The association sponsored a one-day sales conference. Speakers included Orville E. Beal, vice-president of Prudential; Lewis F. Youngblood, senior consultant, L.I.A.M.A.; Thomas B. Rosser, Metropolitan, Dyersburg, Tenn., and William Cooper, Prudential, Manchester, Conn.

San Antonio—Eddie Dyer, Southland Life, Fort Worth, president of Texas Assn. of Life Underwriters, was the speaker. Mr. Dyer is a Million Dollar Round Table member.

Roanoke, Va.—Andy Christensen, assistant manager Prudential, Roanoke, spoke.

South Bend—Robert E. Gladden, John Hancock Mutual Life, Jackson, Mich., spoke on "Are You Organized for Success?"

Manhattan, Kan.—Q. L. Brown, Retail Credit Co., Topeka, was speaker. Paid membership for the year is expected to reach 51.

San Diego, Cal.—J. William Knibbs, III, associate general agent of Lincoln National Life, has been elected president succeeding K. V. Smith, American National. George J. Grim is vice-president and A. I. Dickman, secretary.

Topeka—Homer Waters, vice-president and agency director, American Home Mutual Life, discussed "Where Do We Go from Here."

Springfield, Ill.—Stanley Thomas, county judge discussed "Our Part in Building Responsible Citizens."

Buffalo—Applications for membership in the association will be presented to President Joe Desmon Jan. 22 by the membership team. This will take the place of the regular January meeting.

Frank M. Minninger, Connecticut General Life, Detroit, will talk on "Sparks for Referencing" at a luncheon meeting Jan. 22.

Santa Anita, Cal.—W. W. Stewart, Pacific Mutual, Los Angeles, spoke to the Pasadena-San Gabriel association on "Freedom for Sale."

Chicago—A panel discussion on "A Woman and Her Money" is being conducted for members of the women's division at a meeting Jan.

16 by Helen G. Irwin, president of National Federat on of Business & Professional Women's Clubs; Mabel Vollmar, State Bank & Trust Co.; May Ann Price, Merrill Lynch, Pierce, Fenner & Beane, and Dortha Blender, Commerce Clearing House.

Oakland, Cal.—The Oakland-East Bay association cancelled its January meeting so that members could attend the Northern California Sales Congress in San Francisco. Plans for the Prudue institute this summer are being completed.

Sacramento, Cal.—The association's membership was increased 42% to 238 as a result of a drive.

San Mateo, Cal.—The Peninsula branch of the San Francisco association heard George A. Landis, California manager for Franklin Life.

AGENCY NEWS

Schergens Aetna Agency Sets Record in Contest

The W. J. Schergens Agency at Shreveport, La., set an all time record during the Aetna Life App Scrap campaign. The agency wrote \$1,879,500 of volume with premiums exceeding \$50,000 in the four-week period.

The agency, awarded a President's Trophy for its 1952 performance, is now ahead 20% of last year's production.

Henry A. Kirsch, of the agency staff, is one of the all time top men for Aetna nationally. He has qualified for its top club, the Regionnaires, three consecutive years on the first day of qualification.

Bankers, Iowa, Leader

The R. E. Shay Minneapolis agency of Bankers Life of Iowa finished 1952 ahead of all the other agencies of the company in volume of issued and paid-for new business, exceeding its quota by 41%.

This is the fourth year in a row that the Shay agency led all the other company agencies. Before 1952, the agency was known as the Twin City Agency of Minneapolis and St. Paul. Last year it was divided into two agencies. Mr. Shay recently went to the home office as superintendent of agencies, being succeeded by Robert J. Bjorklund.

List Minn. Mutual Leaders

Leading agencies for 1952 of Minnesota Mutual Life were the C. E. Childs agency at Denver, the Earle M. Moore agency at Los Angeles, and the Parker-California agency, Fresno, Cal.

The Childs agency has led the field for three consecutive years. Some 31 agencies wrote \$1 million or more in 1952.

Eer's Heads Mutual Benefit

The Earls general agency for Mutual Benefit Life, Cincinnati, led all company agencies in production for last year with \$258,987,126 in paid business, an agency record climaxed by the best December since 1938. There were 12 other company agencies that scored a record year in 1952.

Huppeler Record Kept Intact

The Huppeler general agency for New England Mutual Life, New York City, ran its record-breaking company production string through its fifth year by accounting for \$22,204,125 in paid business for 1952. The agency also led all company agencies in nine of the

past 12 months.

Agency insurance in force since the sales skein began has risen from \$63 million to \$128 million. Sales leaders for 1952 are Henrikas Rabinavicius, and Donald Leith.

Levine Agency 1952 Leader

The Levine agency for Security Mutual Life of Binghamton, New York City, led all company agencies in life and group production for 1952. Life production amounted to more than \$5 million, and group totaled more than \$2 million.

Smart Tops Equitable of Iowa

The smart general agency for Equitable of Iowa, Detroit, led all company agencies in 1952 production.

The Jack White agency of Prudential at Los Angeles, is celebrating its 30th anniversary. The agency was opened in 1923 by James B. White and on his death in 1940 his son, Jack White, was appointed manager.

Mutual Life Agency Leaders

The Myer agency of Mutual Life at New York City led all the company agencies in volume and number of policies sold for 1952.

The Persons agency, Chicago, was second in volume, and the Tyner agency, Cleveland, ranked third.

Production for the Laffer general agency for Northwestern Mutual Life, Wichita, was up 40% for 1952. Agency producers are in the midst of a sales campaign to be climaxed at a 25th anniversary celebration Jan. 27-28.

A series of clinics covering estate planning, taxation, business insurance, and deferred compensation is being sponsored by the Norris Maffett agency of Connecticut Mutual Life at Nashville. Instructor of the five-week course is William J. Bowe, professor of law at Vanderbilt university.

E. P. and H. E. Kasche, general agents for Aetna Life in Wisconsin and upper Michigan, held their annual agency meeting at Milwaukee.



... And Opportunities

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THE LOUISIANA PURCHASE revealed to Americans the vast extent and rich possibilities of the west. This major event in our history serves as a lasting tribute to the vision of Jefferson.

Today in the great, rich region west of the Mississippi, "where the spirit of the pioneer still prevails," is where National Reserve Life, a \$145,000,000 organization, is marching ahead in a big expansion program that offers opportunity.

We want men who feel they can qualify for General Agency opportunity—and who are desirous of a life time career with a truly agency minded company. This type man wants to make only one change—and that a permanent one.

Saleable merchandise, Proved, Effective Leadership and complete Home Office cooperation assure achievement to the man willing to work for success. All inquiries considered confidentially. "Get on the Go" with National Reserve!

S. H. WITMER, Chm. of the Board
H. O. CHAPMAN, Pres.

Write W. E. Moore,
Agcy. V. P.,
Agcy. Hq., Topeka



NATIONAL RESERVE
LIFE INSURANCE COMPANY

TOPEKA • • • SIOUX FALLS

Strong as the Strongest—Enduring as Rushmore

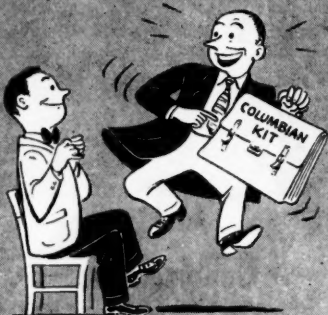


Columbian Mutual Life of Binghamton, N. Y., and Nippon Life, Higashiku, Japan, have been elected to membership in the L. I. A. M. A.

Twenty-two new companies joined the association during 1952, including eight associate members in foreign countries. The association now has member companies in Argentina, Belgium, Brazil, Denmark, France, Hawaii, India, Japan, Mexico, the Philippines, South Africa, Sweden and Venezuela.



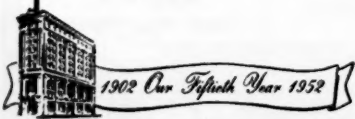
"My future's good,
I'm set to go!
But as of now
I'm low on dough!"



"Modified Five is
Designed for you;
For the slow first years
to see you through!"

Modified Five

... In combination with
our double and triple
or family income
— a combination certain
to make policy holders
out of prospects.



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LIFE INSURANCE Company**
BOSTON 12, MASSACHUSETTS

Sales Ideas That Work

N. W. MUTUAL EASTERN RALLY

Amenable Client Still Needs Sharp Motivation to Be an Assured: Anderson

NEW YORK—Even after the prospect has agreed on the minimum income his family would have to have in the event of his death, on the need for retirement income, and on the Northwestern Mutual as the company of his choice, it doesn't mean he is ready to revise his present financial pattern and some powerful sales motivation is necessary, said Barnes C. Anderson of the Finkbinder agency in Philadelphia at the eastern regional meeting of Northwestern Mutual.

As motivation, Mr. Anderson sometimes uses this story:

"Mr. Prospect, if you had a machine in the center of your living-room floor that churned out dollars every hour of every day to the tune of \$7,000 per year, a machine on which you and your family were completely dependent for your livelihood, you would certainly be concerned as to the possibility of this machine breaking down, thereby cutting off your income. If I were your fire underwriter, you would not hesitate to protect the loss of the income derived from the machine in the event of fire.

"Now, if I were to advise you to take out a \$7,000 fire policy, what would your reaction be? You'd laugh at me, Mr. Prospect, for making such a ridiculous suggestion. You would say, 'Why, in just the next 10 years this machine will earn \$70,000.'"

At this point the prospect gets the point and Mr. Anderson asks if it isn't worth some sacrifice of present disposable income to know that the man's family will have a portion of the investment in him replaced when he is no longer with them. Also, a man of 35 has 27% of his remaining years to be lived without income and small sacrifices made now in adopting the proposed plan would eliminate the necessity of having to make major sacrifices in older years.

Mr. Anderson said that "we should be aware that men are inherent financial weaklings and we in the life insurance business are performing a real service to our clients in influencing them to eliminate some of the financial chaos in which they are prone to become involved." He recalled that in a recent interview he had to spend three hours overcoming a man's objections to establishing an additional \$80 of premium outlay, though a week later it took this same man about 30 seconds to write a \$300 check for a newer model television set.

Mr. Anderson said many prospects, successful in their own businesses and professions, have set ideas as to how to invest their dollars and the investment aspect of life insurance is relatively unknown to them. He uses charts to nullify the idea that men can buy renewable term and successfully invest the difference. He also stresses the collateral value of insurance dollars as compared with other types of investments. In a typical discussion, Mr. Anderson may say, "Mr. Prospect you can talk all you want about other investments but if I were to ask 80%

of the men I've done business with over the past seven years where they could lay their hands on the maximum amount of liquid dollars, there would be only one answer—in their life insurance programs."

Mr. Anderson goes on to say that men start building up life insurance investments in their late twenties. Then the pressure of other expenses soaks up their disposable income. Later they get to a state of relative prosperity where they might do some investing but usually don't. Even if a man has accumulated money in liquid stocks there is little pressure on him to keep on investing. Nevertheless, during all these periods of stringency and prosperity, men will keep their life insurance programs intact and by steady accumulation give themselves a far greater amount of liquid dollars than by using other investments.

"We must convince our prospects of the necessity of setting up a financial plan that will continue without interruption and that there is only one method by which this can be done—life insurance," said Mr. Anderson.

Better Liaison With Doctors Stressed by Neal

The importance of getting doctors and hospitals to understand the operation of private insurance and its value, was stressed in the talk of Robert R. Neal, vice-president and counsel of North American Accident and president of H. & A. Underwriters Conference, before the January meeting of Chicago Claim Assn.

The fact that many doctors tend to discount private insurance cover when billing their patients actually has the effect of raising the overall cost of medical care, he said. Under the Blue Shield plans, doctors agree in advance to a fee schedule for much of their work, but when the patient is insured with a commercial insurer, often the doctor will raise his price accordingly, figuring that the patient can afford to pay so much, and the insurance is in the way of an extra.

Self regulation of this practice was recommended by Mr. Neal as the best way to overcome this. The doctors understand, once the matter is fully explained, he noted, and work along these lines is being conducted by Health Insurance Council. If insurance is more widely sold, the doctors' collection problem is eased.

Mr. Neal was introduced by G. Blair Hiser, United, president of the association.

Underwriters Institute Names Committee Heads

Institute of Home Office Underwriters has appointed the following committee chairmen: Reading and reference, Elizabeth B. Brooks, Baltimore Life; underwriting forms, Raymond A. Burke, North American Reassurance, and underwriting costs and procedures, William H. Bush, State Farm Life.

Competition Had a Record Year, Too

NEW YORK—Mutual fund shares, an investment medium from which life agents are getting an increasing amount of competition, had record sales of \$76 million in 1952 and at the year end had aggregate assets of \$4 billion as against \$3,130,000,000 a year earlier.

Since 1941, assets of these mutual funds have increased about 800% and the 144 investment companies have about 700,000 shareholders. Women exceed men as stockholders by 23%. By far the majority of shareholders are individuals, only about 3% of shareholders being fiduciaries, institutions, and foundations. They account for only about 4% of all investment companies' shares outstanding.

Union Election Dates Set

The election among agents of the State Farm companies in California on whether to take Insurance & Allied Workers Organizing Committee CIO as their bargaining representative is being held between Jan. 19 and Jan. 30. This comes about because national labor relations board reversed itself and now holds that these agents have the footing of employees within the meaning of the national labor relations act.

Claim Assn. Group to Meet

The executive committee of International Claim Assn. will meet at the Hotel Roosevelt, New York, Jan. 29, to lay out plans for the annual meeting at Lake George, N. Y., Sept. 14-16. Edward J. Bohne, Equitable Society, is committee chairman.

WANT ADS

Rates \$15 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday morning in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

I want a life man as an Assistant Manager. Up to \$7,000 salary to start. Expenses, bonus and company welfare plans. This Chicago agency doing Ten Million ordinary a year. Plenty of room for fast advancement. All replies acknowledged. Don't miss an opportunity to go by air instead of slow freight.

Call, write or wire for an appointment.

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ACTUARY WANTED

Established legal reserve life and accident & health company, moderate size, located adjacent to New York City, seeking man having practical company experience with some emphasis on accident and health. Not necessarily a Fellow of the Society. Good future. Write stating qualifications, etc. Replies held in confidence. Address P-33, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

ASSISTANT ACTUARY

Wanted by rapidly-growing medium-sized company in large eastern city. Must be an Associate of the Society and continuing with examinations. Salary \$8,500. Reply to Box P-45, The National Underwriter, 175 W. Jackson Blvd. Chicago 4, Ill.

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Consulting Actuaries
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ST. LOUIS KANSAS CITY

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Consulting Actuaries
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Consulting Actuary
HOME STATE LIFE BUILDING
OKLAHOMA CITY, OKLA.

PENNSYLVANIA

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Consulting Actuaries
Employee Benefit Plans

RICHMOND ATLANTA

Agree on Indiana Group Life Measure, A.&H. Bill Debated

Full support of a proposed new group life bill to be submitted to the Indiana legislature, but only qualified support of a companion A. & H. bill, was voted by Indiana Life Underwriters Assn. in a special meeting at Indianapolis.

Attending the meeting were representatives of local associations and invited observers from Indiana Assn. of A. & H. Underwriters and the Non-Cancellable Disability Insurance Underwriters Assn.

The proposed group life bill closely follows the N.A.I.C.-industry approved model bill.

The A. & H. bill, covering the uniform provisions as well, was presented to the meeting as following the industry model bill. However, some A. & H. men later expressed the private opinion that the proposed Indiana version seems to depart rather widely from the model bill.

The group portion of the A. & H. bill was termed as satisfactory by the special group committee; however, it was reported that Indiana Assn. of Legal Reserve Life Companies, which, it is understood, will present the bill to the legislature, wished to make changes in the section relating to wholesale and franchise. These changes would, in the opinion of the committee, make the provisions more liberal than those relating to group life. The association voted to support the group section only if it satisfactorily parallels the same restrictions contained in the group life portion.

Main features of the group life bill are a minimum of 25 lives; 75% participation in contributory plans; \$5,000 maximum on group creditor plans; omission of dependents coverage (now permitted under Indiana law); eligibility for retired employees; and a cumulative and aggregate maximum on one life of \$20,000, unless the employee's compensation multiplied by 150 is more than \$20,000. In that case such employee may be covered for 150% of his annual compensation but in no case for more than \$40,000.

While trustee plans would be permitted, the trustee would have to represent employers in the same line of business, the majority of whose employees would have to be domiciled in Indiana. Further, employers participating in the group would have to have an average of five lives per employer, not counting the proprietors or partners themselves.

Sixty per cent of the employers in the association not already having some form of group life coverage for employees would have to participate, or the group would have to have 600 lives to begin with. Minimum number of lives under such a trustee plan would be 100; and 75% of those employees eligible would have to participate in the plan if it is contributory.

Associations eligible would have to be bona fide organizations with a constitution and by-laws, in existence more than two years and organized for purposes other than obtaining insurance.

Oren Pritchard, Union Central, Indianapolis, legislative chairman for the association, and chairman of the state law and legislation committee of N.A.L.U., reported Council of Secretaries of Trade Assns. in Indiana had intended to present a new group bill

itself but will not do so if the bill under discussion is presented.

Chief differences between group A. & H. restrictions and those for group life, are a minimum of 10 lives for an A. & H. group; no 60% or 600 employee limitation for trustee plans. As in the life bill, 75% participation would be required on contributory plans. There is also provision that group A. & H. may be issued to any group qualifying for a life plan. Dependency coverage would be permitted in contrast to life bill.

Los Angeles Managers Hear Production, Budgeting Panel

Production and budgeting ideas of the year in agency operation were discussed in a panel forum at the January meeting of Los Angeles managers.

Panel members were Troy M. Zeigler, of Prudential, Pasadena; Gerald W. Page, Provident Mutual Life; O'Brien Sawyers, Aetna, and Neal T. Reilly, Equitable of Iowa.

Mr. Zeigler said that one of his most rewarding sales tools lies in convincing wives of his producers that their husbands are in a great business. His

convincer is a summer sales campaign which results in designation of a queen and four princesses among the wives.

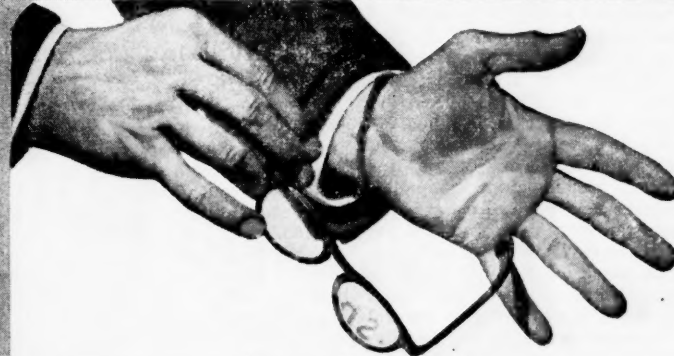
Elimination of overlapping agency paper traffic and unnecessary data has given Mr. Page's producers more time to produce. The Utopia was accomplished through the agency's "Why Test," which asks "Why do we do this?"

Mr. Sawyers, brokerage manager for Hammond & Craig agency, attributed that agency's high production to a thorough broker education course that runs 1 1/4 hours daily for nine weeks.

Holding that the life agent is strictly a commission producer, Mr. Reilly advocated the idea of a weekly payment plan with a 30-day wait for newcomers.

Sacramento CLU Chapter

Sacramento Assn. of Life Underwriters has formed a C.L.U. chapter. Edward T. Engle, ordinary manager for Prudential, is president; Doyle M. Smith, general agent for Penn Mutual, is vice-president, and Leslie O. Kelly is secretary-treasurer. First membership roster, including officers, totals 10.



In your hands...
rests the Security of others

That's why Berkshire Life provides 114 Adult and Juvenile Life and Accident & Health policies and riders to take care of the three most vital problems: death, disability and old age.

For Example Featured Juvenile Plans:

- **Progressive Security** — basic sum increases 5 times at Age 21 — level premium. Ultimate at Age 1 and Age 5
- **Educational Endowments**
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- **Payor Death & Disability Benefits**
- **Accident Expense for Boys and Girls from Age 1**

BROKERS AND SURPLUS WRITERS are invited to write for full information about the many unusual sales opportunities with Berkshire Life's complete portfolio of personal insurance.

Keep Your Eye on
BERKSHIRE
LIFE INSURANCE COMPANY

Life, Annuities, Accident & Health and Hospitalization
HARRISON L. AMBER, President
PITTSFIELD, MASS. • A MUTUAL COMPANY • CHARTERED 1851



Section 213 Developments Reviewed by Shepherd

(CONTINUED FROM PAGE 2)

present renewal commission limit was enacted in 1929.

"(3) Add a new subsection to permit payment of training allowances to new agents outside the compensation limit. The language setting forth the conditions under which training allowances could be paid is that of the Condon bill of 1952 (Senate Int. 2147) and of the final draft of the McLain committee bill. The limit on the amount of training allowance payments will be 5% of the first year expense limit with a maximum of \$700,000 or an alternate limit of 30% of first year premiums written by agents receiving training allowances.

"Purpose: To permit companies to provide new agents with minimum incomes during the periods while they are undergoing training and cannot be expected to earn adequate commission income.

"(4) Add a new paragraph to subsection 9 to permit additional compensation to be paid to a general agent with less than five years experience as a general agent or branch office manager, with the restriction that the soliciting agents of a general agent who is receiving such additional compensation would be subject to the renewal commissions limits of soliciting agents supervised by branch office managers.

"Purpose: To assist general agency companies in the development and opening of new agencies. In the process of such development companies must appoint new general agents who in most instances require financial assistance in the early years. If such new general agents are exempted from the commission limits of the law, it should result in the attraction of new general agency material with greater facility.

EXTEND EXPENSE LIMIT BOOST

"(5) Extend to the end of 1953 the temporary additions which were added to the expense limit factors in 1948 and expired at the end of 1952.

"Purpose: To extend these temporary additions, which were added in 1948 in recognition of the higher costs brought about primarily by reason of inflationary trends in price and wage levels. Inasmuch as time has not permitted the development of satisfactory information upon which revised limits might be predicated, it was decided to recommend extension of the 1948 additions for a further temporary period of one year.

"(6) Add an additional item (gg) to the allowance for renewal compensation and branch office expenses set forth in paragraph (e) (2) of subsection 2. This item would be 7½% of first year's premiums on life insurance other than single premium. Additional amounts permitted to be paid by amendments (1), (2), (3) and (4) will all be added to the renewal compensation and branch office expenses in schedule Q.

"Purpose: To increase the allowance for renewal compensation and branch office expenses to reflect the additional expenses permitted by amendments (1) to (4).

"(7) Increase for 1953 only item (aa) of the allowance for renewal compensation and branch office expenses by 2% of the first five million dollars of renewal premiums on ordinary monthly debit insurance.

"Purpose: To provide for a possible higher rate of renewal expense on ordinary monthly debit business in the case of small companies.

"(8) Add a penalty clause in the language of the Condon bill of 1952 but made applicable only to companies.

"Purpose: To permit the superintendent to levy fines for the violation of the statute without the necessity of going into court or of invoking the extreme penalty of revocation of license.

"The bill would contain no provision directly affecting the voucher problem which has been of serious concern to general agency companies, particularly the small ones. Such a provision was discussed; but it was the final conclusion, after views of small company representatives had been obtained, that it was undesirable to seek the relief afforded by it and that the matter should continue, for the present, at least, to be treated administratively by the superintendent.

"The bill will contain no provision on uniform allocation of expense. This does not mean, however, that Superintendent Bohlinger may not propose some general uniform allocation legislation apart from the section 213 bill.

"The bill will not attempt to deal with the industrial or section 213-a problem, which will be studied during the coming year."

Company Production Results Confirm '52 As Boom Year

(CONTINUED FROM PAGE 1)

casualty business is said to be well under control.

Assets increased to \$229,791,725, and voluntary contingency reserves and other surplus funds amount to \$12,565,785.

Largest increase made in any category of assets was in corporate bond holdings which are up \$10,169,874. Mortgage loans on real estate, largest single item in the portfolio, amount to \$66,187,262, up more than \$6 million. Holdings of U.S. government securities are down. Net interest earnings, after allowing for all investment expense, averaged 3.01%.

Benefits paid to policyowners totaled \$16,861,799. Loans on policies showed a slight rise, with lapses down 8%.

OCCIDENTAL, CALIFORNIA

A jump of 21% of life insurance in force in 1952 was chalked up by Occidental Life of California, preliminary estimates show. Total life in force reached \$3,959,354,575, more than double that in 1948.

Individual life policies now in force are estimated to total \$2,300,000,000, an increase over 1951 of 16%. Group in force is estimated at \$1,640,000,000, an increase of 29%. A & H. premiums paid are up 43% to a total of \$36,780,000. Individual policy and group life written during 1952 is estimated at \$854,695,780, up 23%.

PACIFIC MUTUAL LIFE

Pacific Mutual recorded its greatest increase in insurance in force last year, with an increase of \$156,400,000 over 1951, bringing the total to \$1,365,000,000.

More than \$238 million in new life insurance was written.

PAN-AMERICAN LIFE

Pan American Life 1952 sales exceeded \$123 million, 6% greater than the preceding year. Total in force is now more than \$563 million, an increase of 11%.

Assets in excess of \$133 million are up 7%, and surplus funds rose a sim-

ilar percentage to \$9,064,778.00.

December was one of the finest months in Pan-America's history, paid for insurance amounting to more than \$10.5 million.

WEST COAST LIFE

West Coast Life passed the \$300 million in force mark during December. It took 21 years for the company to attain the first \$100 million, and only four years to attain the third \$100 million.

Resources now exceed \$55 million and benefits paid since organization approximate \$90 million.

Guardian Regional Series Aim Is View and Review

The first of a series of six regional conferences being held for Guardian Life managers during January and February took place at Dallas. The program centers around a review of 1952 results and discussion of plans for the coming year.

Frank F. Weidenborner will take part in all the meetings, and at Dallas he was assisted by the company's newly-appointed field director for the southwestern district, E. E. Dale, also manager at Dallas, and Kenneth R. Thompson, home office A. & H. agency assistant.

Places and dates of the other meetings, and the regional representatives who will be on the program, are: San Francisco, Jan. 19-21, Thomas G. Herbert, Denver manager and Mountain and Pacific Coast States director; Chicago, Jan. 27-29, Warren M. Pace, agency director; Washington, D. C., Feb. 5-7, Edwin J. Phelps, agency director, and Paul E. Van Horn, field training director; Boston, Feb. 17-18, Harry Ross, Jr., Boston manager and New England field director.

Others from the home office who will participate are John C. Slattery, director of public relations; George L. Mendes, agency director, and Peter M. Tompa, assistant actuary.

Old Line Raises Talbot

Forest S. Talbot has been appointed director of field service for Old Line Life, a new post.

Mr. Talbot had several years' experience in agency work prior to going with Old Line Life. During his four years with that company he has served as director of education and training.

Craig, Momsen Set Records

J. Lowell Craig and Willard L. Momsen, operating the two general agencies of Northwestern Mutual Life in Milwaukee, in 1952 established records for new paid-for business volume. The Craig agency led all general agencies with \$15,081,000, while the Momsen agency ranked second with \$14,380,000. During 1952, each of the two had a production of nearly the same volume as the former sole agency at Milwaukee had for the same territory. The C. R. Eckert Detroit agency was second in volume.

The Northwestern Mutual formerly had but one general agency in Milwaukee.

6,000 Life Company Directors

More than 6,000 American leaders in business and professions are helping guide and direct the life insurance business today, according to the Institute of Life Insurance. That is the number of community leaders who are serving as directors of the nation's more than 700 life companies. It is about twice the number serving in this capacity in the '20s.

CIO Drafts Bargaining Bill to Oust Section 213

(CONTINUED FROM PAGE 1)

The national labor relations board's recent holding that State Farm's agents are employees for purposes of collective bargaining adds to the interest in the outcome of the CIO efforts to have the New York expense limitations set aside for collective-bargained compensation scales. The State Farm decision makes ordinary agents eligible if their status is the same as that of State Farm's while the opportunity to breach the statutory expense limits through collective bargaining, in the event the CIO bill should become law, would provide the unions with a strong sales point in their efforts to organize the offtraining allowance payments will be tiveness of this as a sales point would depend on whether the companies allowed themselves to be persuaded to make use of the collective-bargaining exception. Obviously, if they held to the 213 and 213-a limits even though they didn't have to, the special exemption for collectively bargained commission scales would have little potency as an incentive to unionize.

Policies Benefits Changed by Bankers National Life

Newly designed policy forms and liberalized benefits are now offered by Bankers National Life. The policies feature a panel at the top of the first page which shows all essential data of policyholder interest and obviates confusion as to the correct premium payable for the entire coverage, including any additional benefits.

Other changes include an index of provisions and benefits on the first page, reduction of policy width to standard letterhead size for mailing convenience, and general provisions printed in large type in two columns.

Two of the liberalizations are extension of the reinstatement period from three to five years, with interest rate of 5% instead of 6%, and 5% instead of 5½% interest on new policy loans. Other liberalizations pertain to optional modes of settlement, ownership of policies and premium waiver disability. The issue limit on the latter was age 50 with disability before age 55. The new limit is age 55 and coverage is extended to age 60.

Marital Deduction Angle

NEW YORK—Robert L. Lawthers, director of benefits and estate planning of New England Mutual Life, told New York City Life Supervisors Assn. that under some circumstances the marital deduction can result in a higher estate tax than would have been imposed under the law previously in effect. He said that the half of the estate made subject to the deduction should be of such a character that so far as is possible it will be used up by the time the wife dies, while the half on which the estate tax must be paid should be kept out of her estate, if that is possible.

Mutual Benefit Back in Tex.

Mutual Benefit Life, one of the companies which withdrew from Texas following enactment of the Robertson law in 1907, has been licensed in that state.

Under the law, the company is liable for taxes on its Texas business during the intervening period, and accordingly it paid \$92,474 to the state treasury for readmission.

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MAKE YOUR RESERVATION NOW

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THE LAND OF GOLDEN OPPORTUNITY FOR AGENCY BUILDERS

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The Golden Rule Contract

The GOLDEN RULE EXPRESS to IMMEDIATE PROSPERITY and FUTURE SECURITY

Let the GOLDEN RULE COMPANY give you the easy route to building a successful agency by ATTRACTING STRONG MEN and by HOLDING YOUR BETTER MEN with UNBELIEVABLE REWARDS

PLUS Friendly Home Office Co-operation

5-10-15 YEAR RENEWABLE CONVERTIBLE LOW-COST TERM

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FIELD-TESTED PACKAGES
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\$10.00 PER MONTH DISABILITY ON ALL POLICIES (Except Term)
TOP COM-MISSION ON 15 POLICIES (BEFORE GRADING)
VESTED LONG-TERM RENEWALS

Let's thank Daddy, Darling!

"He brought us together . . . and kept us together. Without his thoughtfulness, we'd have lost touch years ago. Remember when Mary's Dad died? How she moved away, went to work instead of school, dropped out of the crowd? Dad didn't let that happen to me. He knew how important it is for a girl to keep the friends she grows up with. He—and his insurance man—made sure my life could follow the pattern he designed for it. Yes—Dad made 'us' happen, really. Let's never stop thanking him."

This family-in-the-making will always feel pride and gratitude toward a foresighted Father—and a wise insurance man who helped him set up a sound program.



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